

# High Impact's ability to drive RROI

Meta-analysis  
prepared by Annalect  
in collaboration with  
Concept

December 2023



# Estimation of revenue ROI in the analysis

To ensure comparable results across industries/advertisers, all previous model results are converted to Revenue ROI (RROI). Conversion is based on obtained industry prices.



$$\text{RROI} = \frac{\text{Revenue}}{\text{Investment}}$$

Revenue Return On Investment

Monetary value of isolated revenue boost from media channel

Net media investment in the media channel

*(working media' costs without production costs)*

The calculated boost is the short-term effect from campaign actions, i.e. the effect estimated during the campaign week and in the immediate weeks that follow

# Data basis for media analysis



**8 BRANCHES &  
INDUSTRIES**

**28 brands**

Among others Retail, Cars,  
Telecommunications, Travel and  
Transport, Finance and Insurance,  
Fitness and Leisure



**MEDIA INVESTMENTS**

**3,3 mia.**

in media investment, DKK  
2018-2023



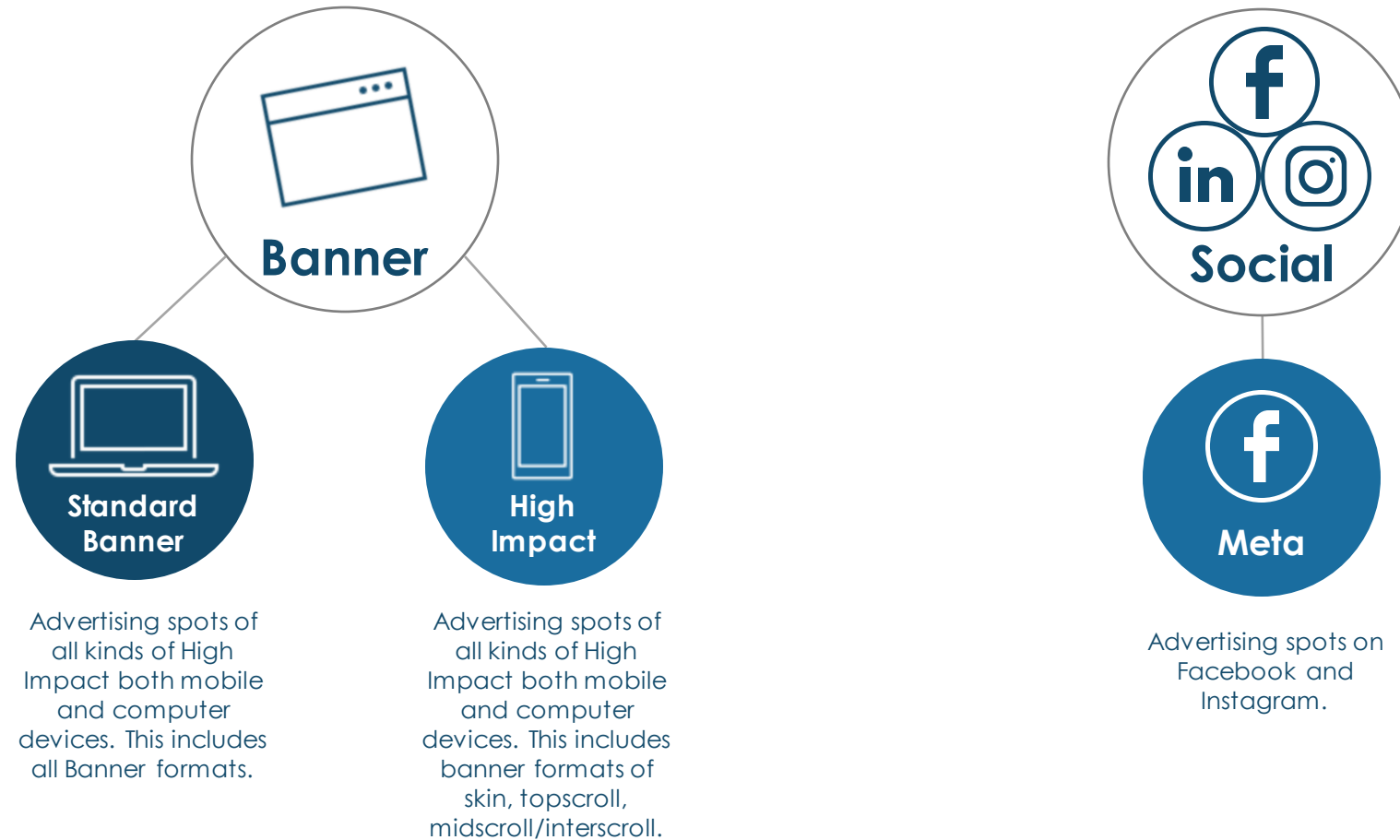
**NUMBER OF  
CAMPAIGNS**

**+5.000**

2018-2023

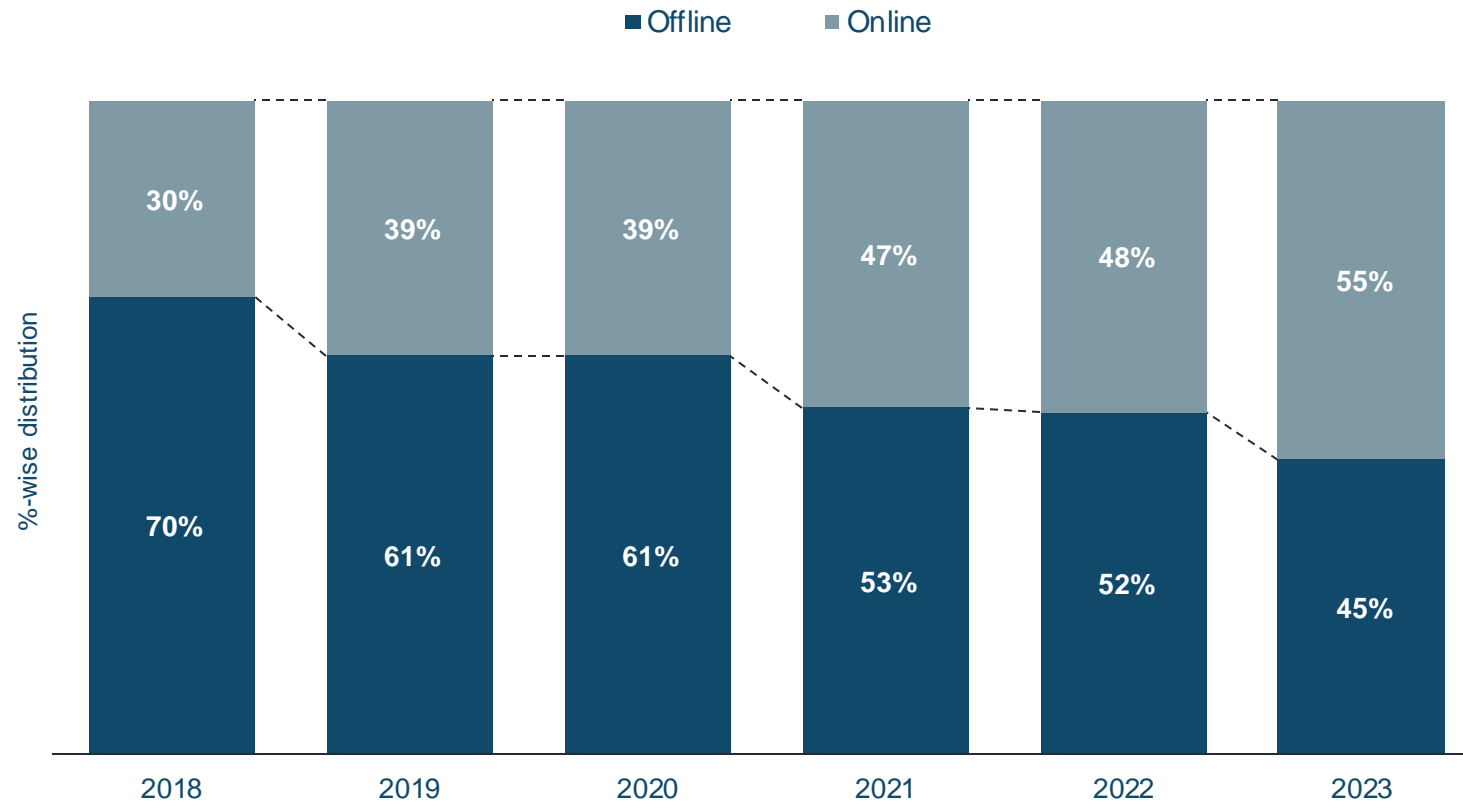


# Annalect's result bank uses the following format categorization for the banner channels



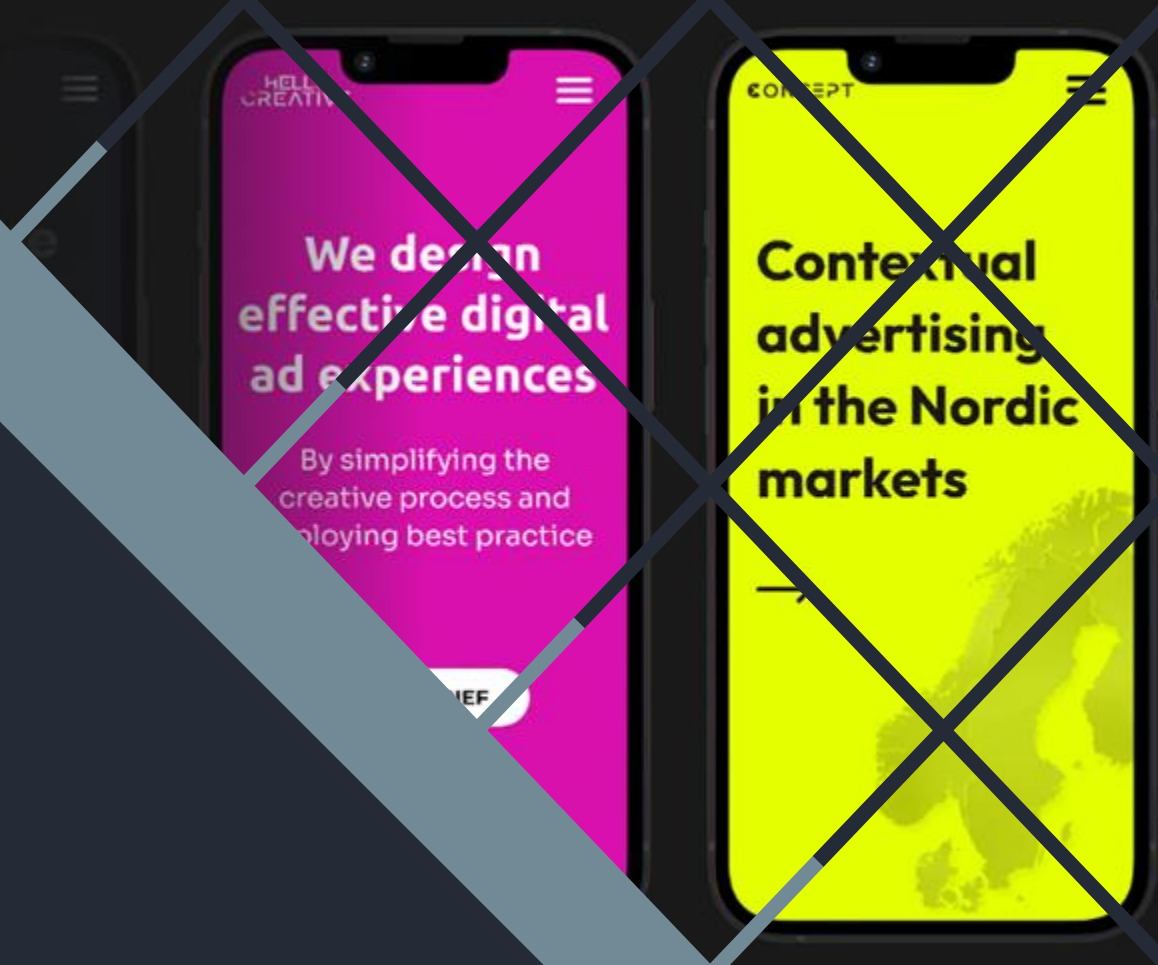
# Online media is growing year over year, accounting for over 50% of media investment in the first half of 2023

Investments by online and offline media per year | 2018-2023H1



Since 2018, we have seen offline media's share of media investment drop from 70% to 45% by 2023H1. Declining offline coverage, especially among younger audiences, has contributed to the change.

# High Impact media performance

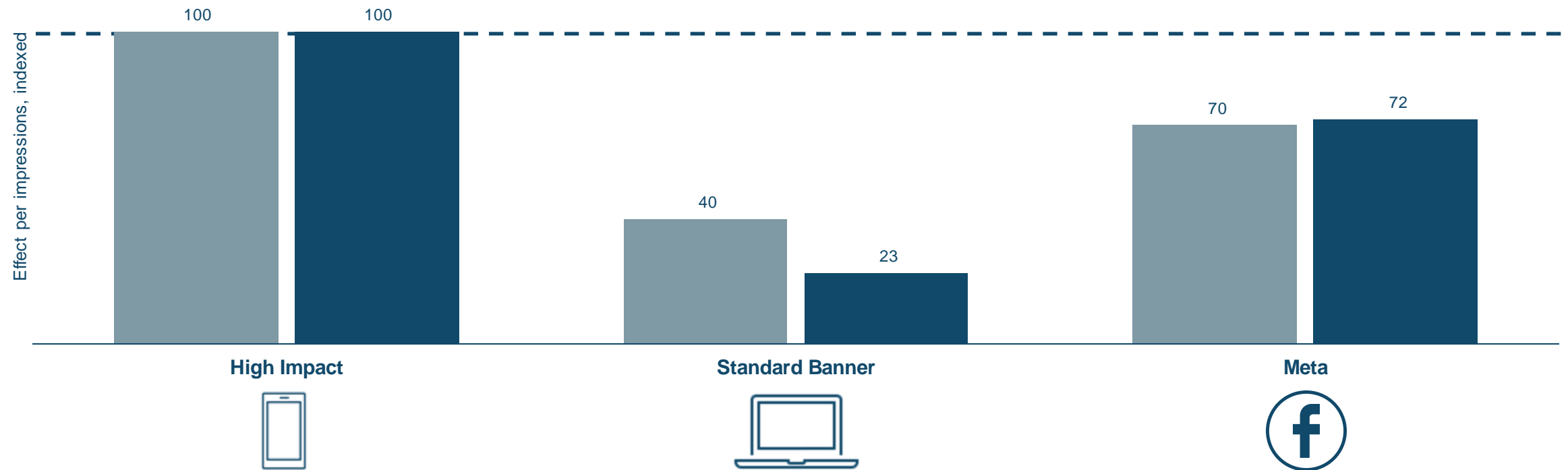


# High Impact increases the relative impact per impression to Standard Banner, while there is less difference to Meta

## Indexed effect per impression for banner channels | 2022Q3-2023Q4

Indeks 100 = High Impact

■ 2022 update ■ 2023 update



## High Impacts effect is:

**4,3x**

higher than Standard Banner

**1,4x**

higher than Facebook

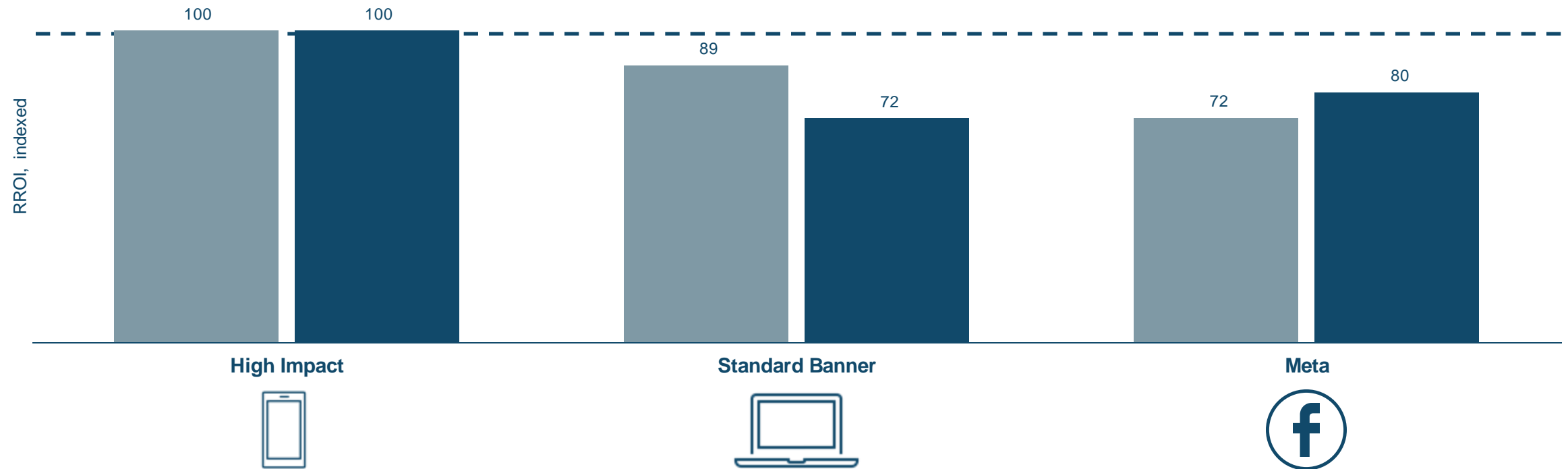


# The standard banner drops in RROI, while Meta's improvement in both price and power causes the RROI to approach High Impact

## Indexed RROI for banner channels | 2022Q3-2023Q4

Indeks 100 = High Impact

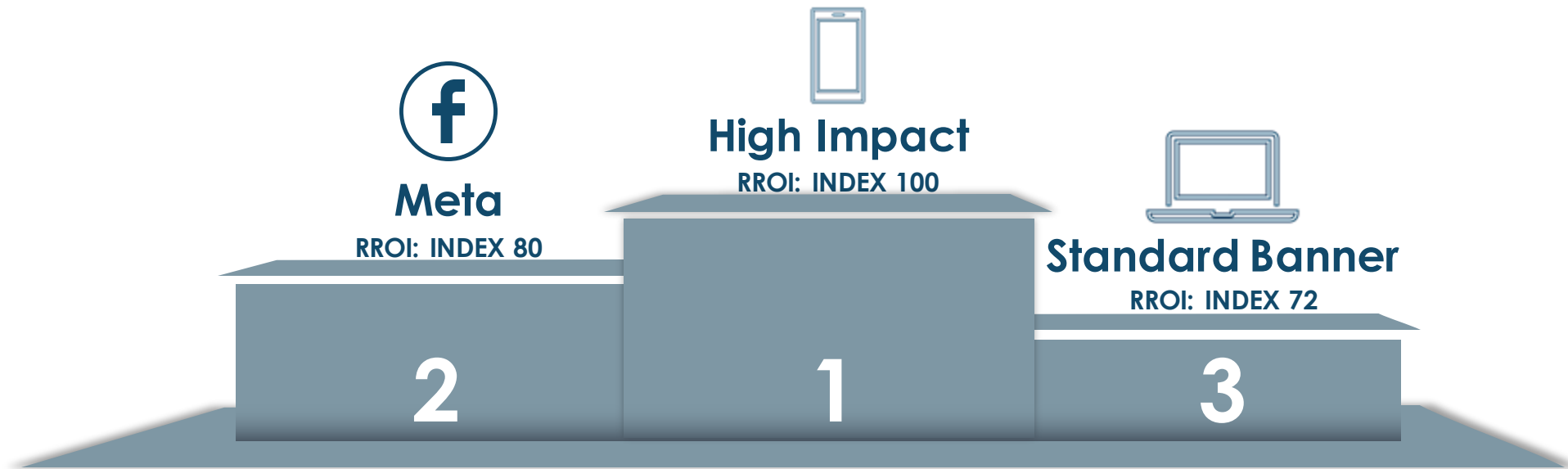
■ 2022 update ■ 2023 update



# High Impact maintains its high ranking with the best RROI... Meta and Standard Banner change places

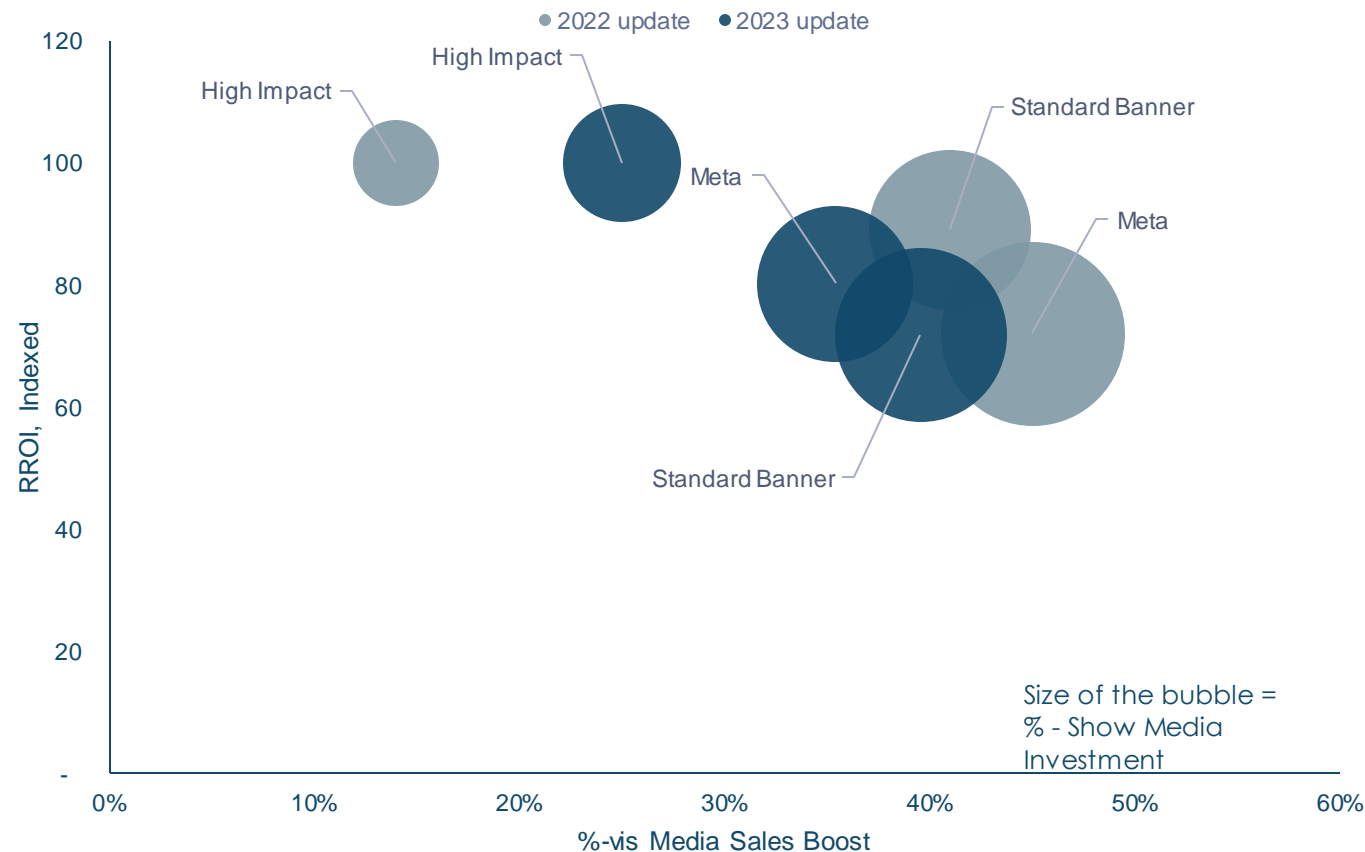
Indexed RROI for banner channels | 2022Q3-2023Q4

Index 100 = High Impact



# Increased investments in combination with the best performance create increased media sales boost for High Impact

Indexed RROI vs. Share of sales uplift per format | 2022Q3-2023Q4

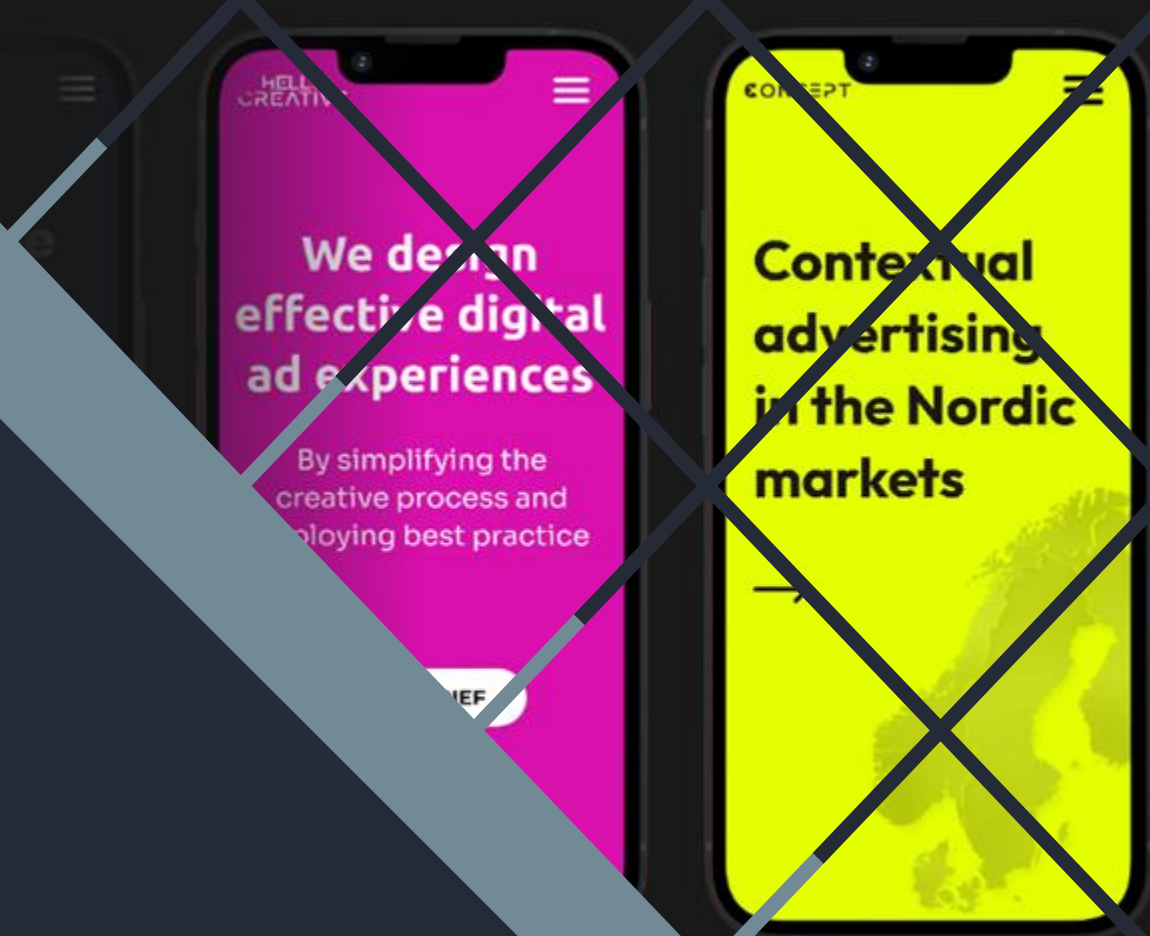


**Standard Banners large media investments maintain high media sales boost despite worsening RROI**



**High Impact has the highest indexed RROI and drives 24% of media sales uplift**

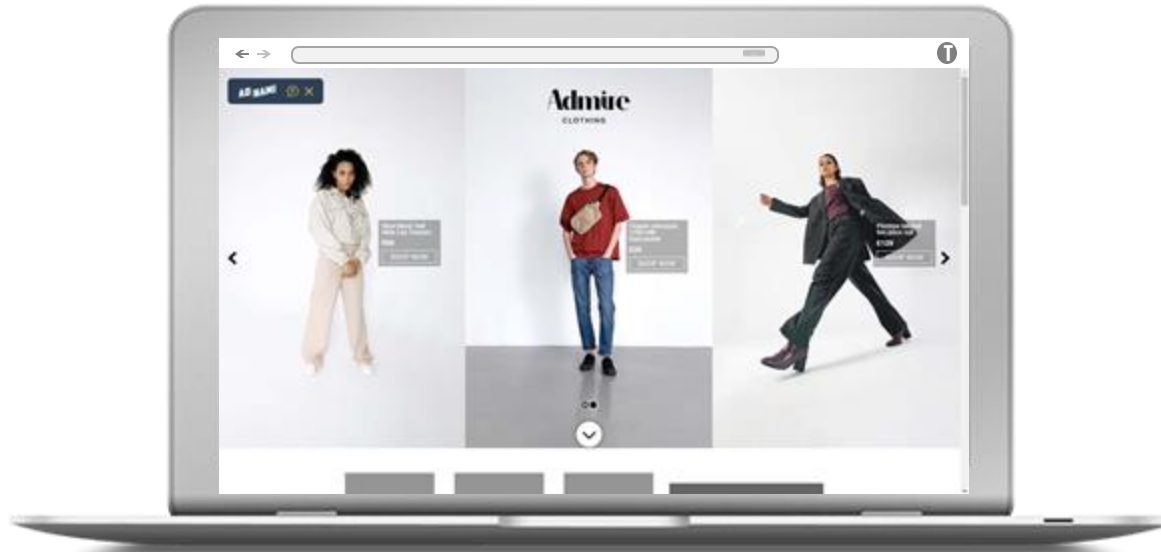
# High Impact formats media performance



# Topscrolls higher cost per impression causes RROI under Meta & Standard Banner even though effect is clearly highest

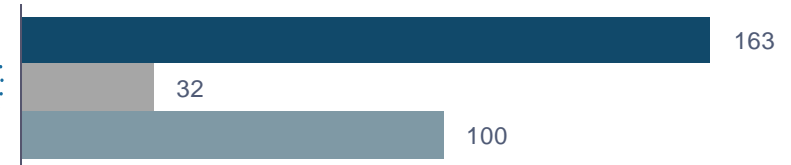
## Indexed RROI for banner channels | 2022Q3-2023Q4

Index 100 = Meta

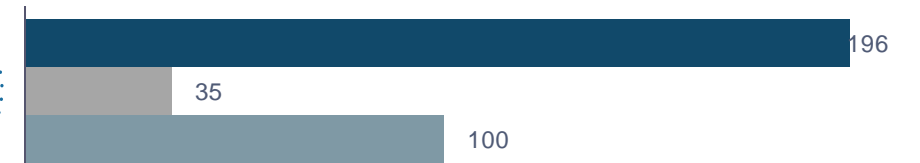


### Effect per impression

■ Topscroll  
■ Standard Banner  
■ Meta



### Price for impression



### RROI



# Midscroll/inter scrolls low cost per impression creates 60% better RROI than Meta, as the effect is also highest

## Indexed RROI for banner channels | 2022Q3-2023Q4

Index 100 = Meta

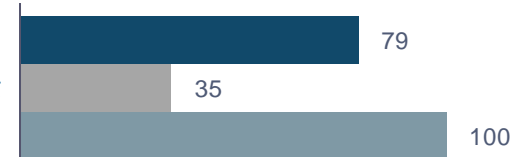


### Effect per impression

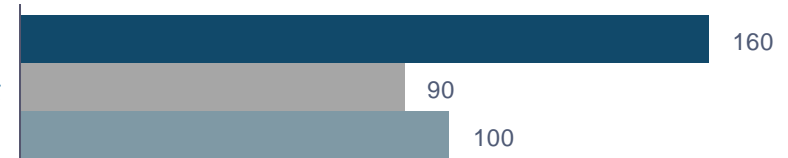
■ Midscroll/inter scroll  
■ Standard Banner  
■ Meta



### Price for impression



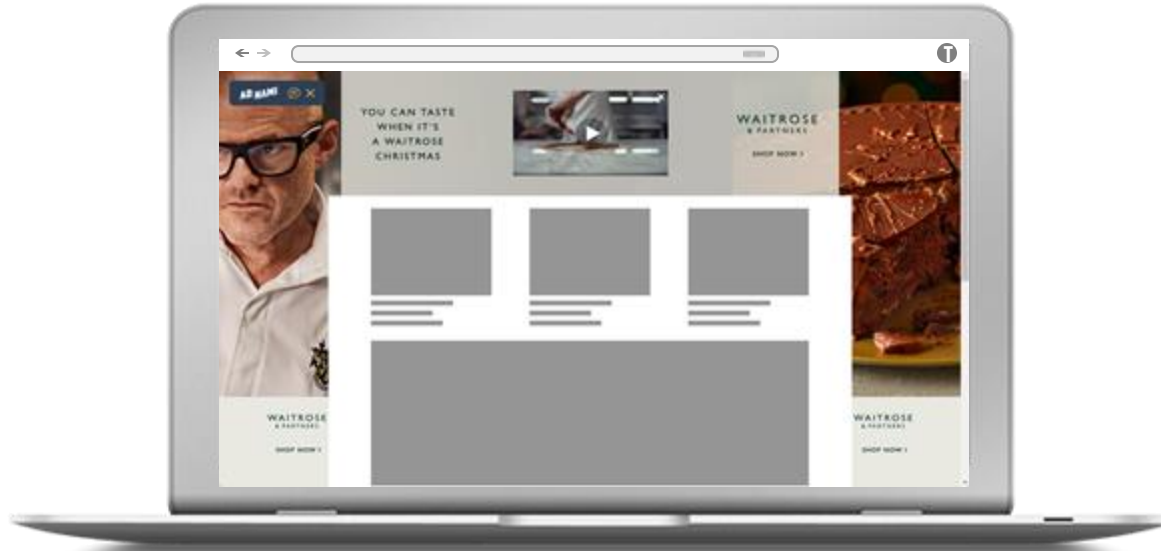
### RROI



# Skins effect per impression is slightly less than cost per impression and leads to a marginally smaller RROI than Meta

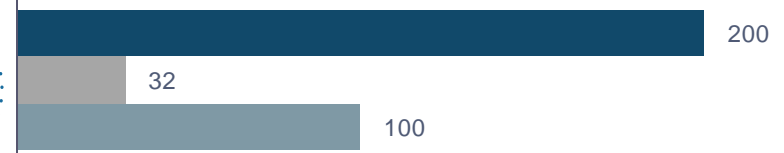
## Indexed RROI for banner channels | 2022Q3-2023Q4

Index 100 = Meta

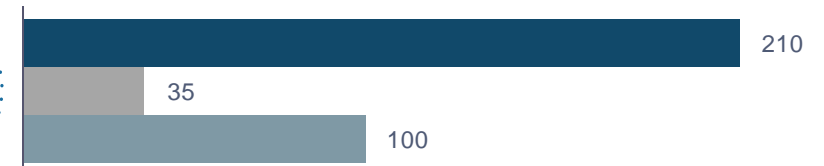


### Effect per impression

■ Skin  
■ Standard Banner  
■ Meta



### Price for impression



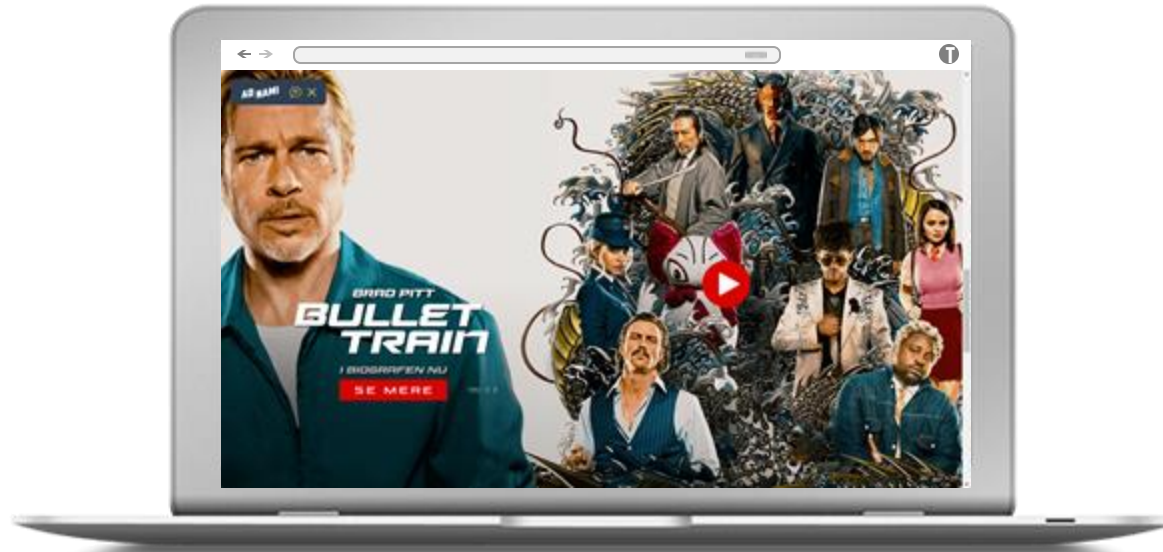
### RROI



# Double Height Midscroll/interscroll high impact per impression creates better RROI than Meta even though CPM is high

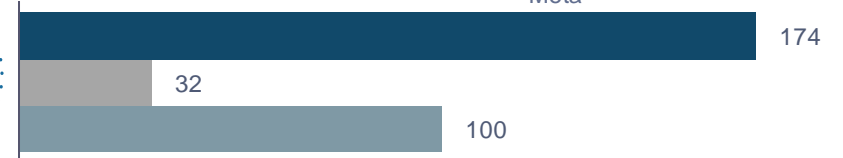
## Indexed RROI for banner channels | 2022Q3-2023Q4

Index 100 = Meta



### Effect per impression

■ Double Height Midscroll/Interscroll  
■ Standard Banner  
■ Meta



### Price for impression



### RROI

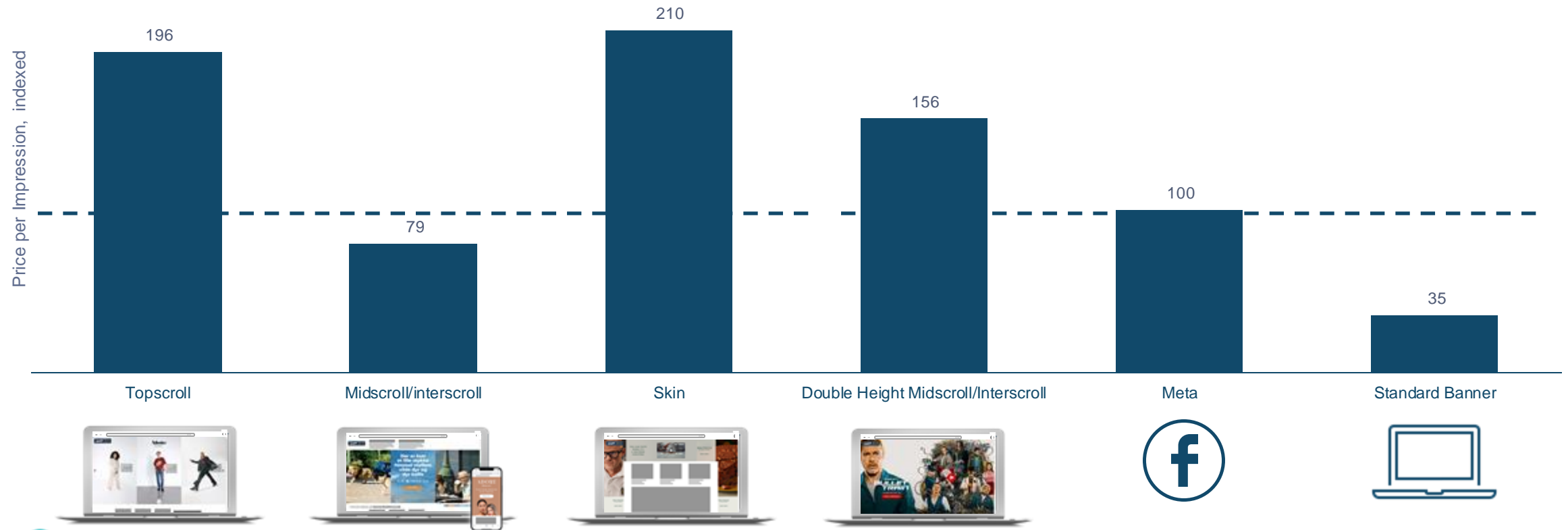




# High Impact Midscroll/Interscroll is over 20% cheaper than Meta

## Indexed cost per impression for High Impact formats | 2022Q3-2023Q4

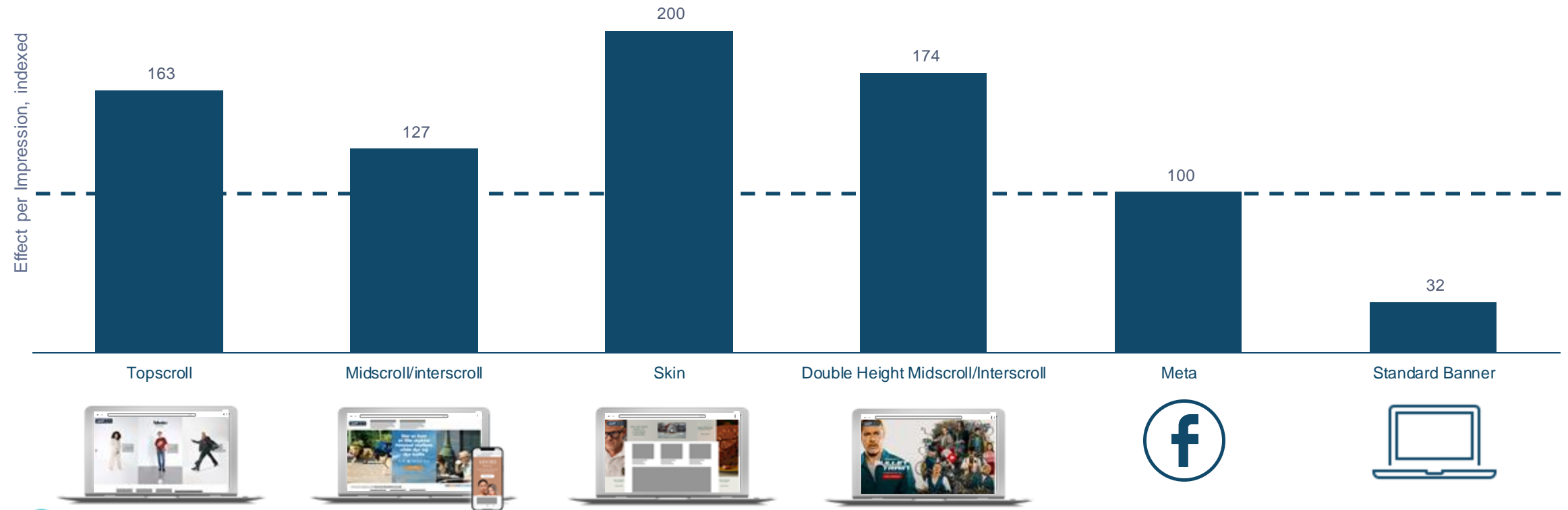
Index 100 = Meta



# All High Impact formats create more impact per impression than Meta and Standard Banner

## Indexed impact per impression for High Impact formats | 2022Q3-2023Q4

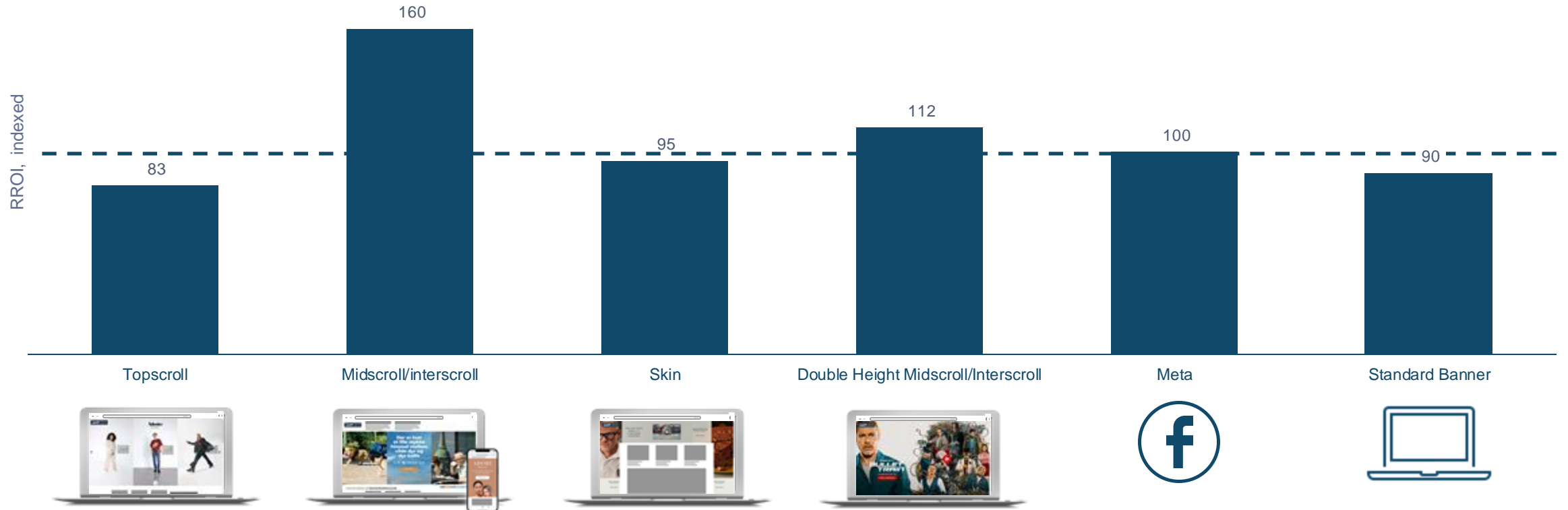
Index 100 = Meta



# High Impact Double Height and normal Midscroll/Interscroll drives more power relative to cost per impression

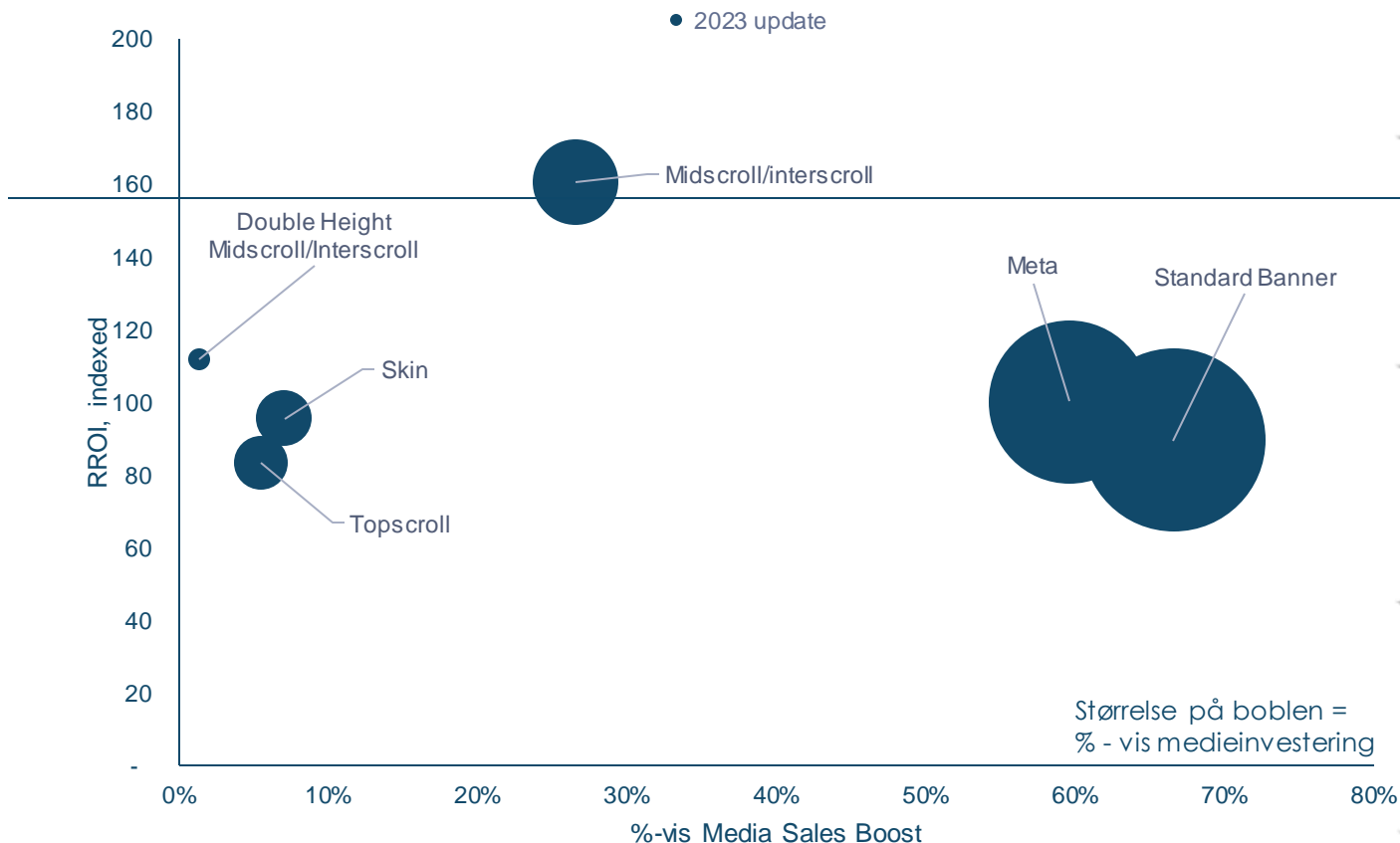
## Indexed RROI for High Impact Formats | 2022Q3-2023Q4

Index 100 = Meta



# High Impact's investments increase and gain share of media sales boost

Indexed RROI vs. Share of sales uplift per format | 2022Q3-2023Q4



Topscrolls drives slightly less sales than Skins as both RROI and investment are marginally lower



Midscroll/interscroll has the highest indexed RROI and drives the most media sales uplift among High Impact



Skin increases in impact per impression and increases investment



Double Height Midscroll/Interscroll performs better than Skin and Topscroll



**High Impact's cheaper formats deliver the highest effect and therefore deliver the best value for money**



**High Impact wins more investment and takes market share from Meta**



**Midscroll formats are the best formats for the price and pull up the overall performance of High Impact**



**Thank you for your attention**

