



# Experian Partnership Ads Experiment

Driving Awareness with YouTube Shorts Partnership Ads



# Agenda

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How can Experian Leverage These Learnings



01



# Experimental Hypotheses

# Experiment Hypotheses & Creative Learning Agenda

**01**

**Shorts ABCDs maximize impact:** Adapting existing assets with Shorts ABCDs will improve campaign performance.

**02**

**Creators lean into Shorts DNA:** Creator ads feel native and authentic in the Shorts feed, driving campaign performance.

**Creative Learning Agenda:** What makes an effective Partnership Ad to drive awareness with YouTube Shorts - Video Reach Campaigns (VRC)?





**02**

# **Experimental Setup**

# Experiment Overview – Campaign Arms

Campaign	Budget	Type	Length	Aspect Ratio	Timeframe	Measurement	Targeting
Arm 1: The Control, BFF Brand Ad	\$33.3K	Video Reach (Shorts Only)	0:30	9:16	06/10/25 - 06/22/25	Brand Lift Ad Recall, Awareness  Secondary WatchTime, Interactions, Conversions (Site Visits)	Audiences Broad Demo  Location USA
Arm 2: The 1st Partnership Ad, Amber 1	\$33.3K	Video Reach (Shorts Only)	0:31	9:16	06/10/25 - 06/22/25		
Arm 3: The 2nd Partnership Ad, Amber 2	\$33.3K	Video Reach (Shorts Only)	0:18	9:16	06/10/25 - 06/22/25		



# Arm 1

## The Original : Brand Asset

### ABCD Highlights

Hooks them with a tight shot of actor's face and complex emotion

Use of whimsical music and sfx to set up story approach and keep it uplifting/fun

Organic branding / logo on App

See + Say "Experian" at end with mnemonic

Comedy sketch format that people seek out on social platforms

Unexpected visuals that set brands apart



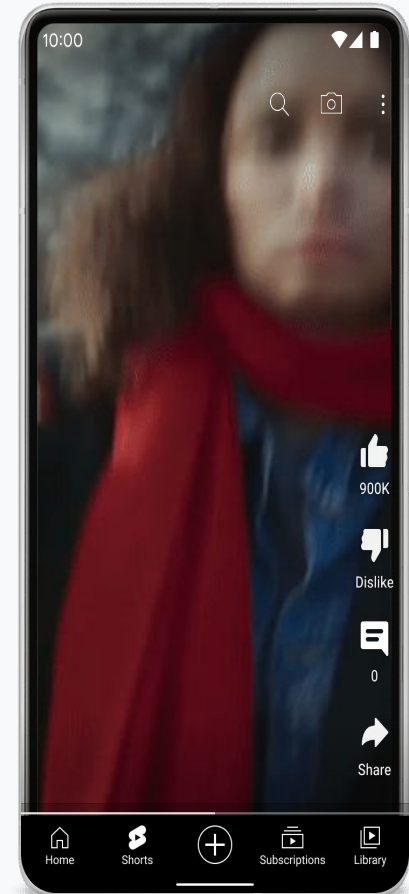
### Key

Attention Best Practice

Brand Best Practice

Connect Best Practice

Direct Best Practice



# Arm 2

## The ABCD Optimized : Creator Ad

### ABCD Highlights

Hooks them with a tight shot of Amber's (concerned) face and her casual voice over

Uses SFX of the car immerse their senses

Use of humor to grab attention

Organic branding / logo on App

See + Say "Experian" at end

Subtle branding with purple shirt

Uses same brand BFF story line

Comedy sketch format that people seek out on social platforms

Relatable story with funny over the top reactions to increase memorability



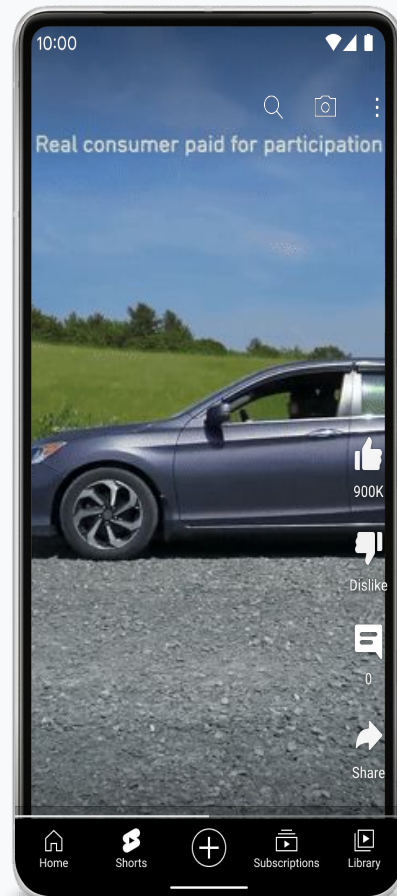
### Key

Attention Best Practice

Brand Best Practice

Connect Best Practice

Direct Best Practice





## Arm 3

# The “What Else” : Creator Ad+

### ABCD Highlights

Hooks them with a tight shot of Amber's face while yelling “nooo!”

Keeps them watching with Amber breaking the 4th wall addressing viewers with humor

Uses SFX of the car and head banging horn to immerse their senses

Says Experian early while mentioning “credit people”

Says “Experian” at end

Organic branding / logo on App

Uses same BFF story line

Amber talks directly to viewers to drive a deeper connection

Puts what Experian does in simple, relatable terms



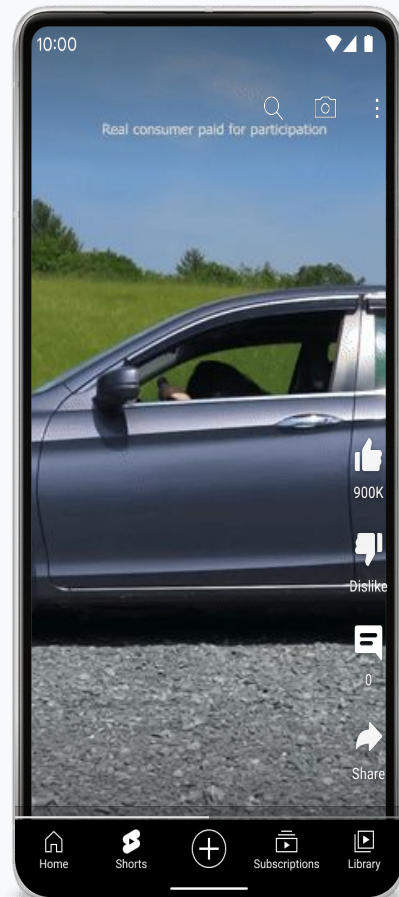
#### Key

Attention Best Practice

Brand Best Practice

Connect Best Practice

Direct Best Practice





**03**

# **Experiment Results**

# Results – Brand Lift Amidst High Baselines

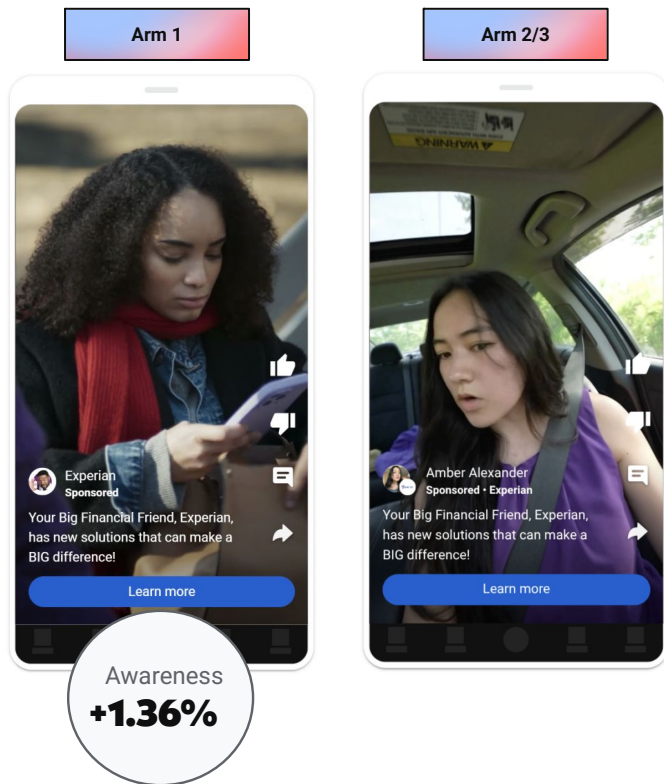
Campaign	Awareness		Ad Recall	
	Headroom Lift	Baseline PRR	Headroom Lift	Baseline PRR
Arm 1: The Control, BFF Brand Ad	+1.36%	31.20%	No lift detected	23.21%
Arm 2: The 1st Partnership Ad, Amber 1	No lift detected	33.35%	No lift detected	24.76%
Arm 3: The 2nd Partnership Ad, Amber 2	No lift detected	31.75%	No lift detected	24.57%

**Headroom Lift:** shows the impact your ads had on increasing positive feelings towards your brand or product compared to the positive growth potential your brand or product could have gotten.

**Baseline positive response rate (PRR)** : shows how often users who didn't see your ads responded positively to your product or brand.



# Results – Brand Asset Excelled in Awareness!



## Insights

- The viewing experience in Arm 1 is more heavily branded: Experian channel (no co-branded format) and "looks like an ad" --> Could that have contributed to the brand lift that we see, along with the rest of the BFF campaign activation across other channels.
  - Nonetheless, statistically significant Awareness Brand Lift above BLS benchmarks on a high baseline is amazing!
- Even in a structured experiment with equal traffic and investment split, the CPM buying was more efficient in Brand asset

Campaign	Cost	Avg. CPM
Arm 1: The Control, BFF Brand Ad	\$33,328.60	\$2.13
Arm 2: The 1st Partnership Ad, Amber 1	\$33,328.63	\$2.18
Arm 3: The 2nd Partnership Ad, Amber 2	\$33,329.07	\$2.18

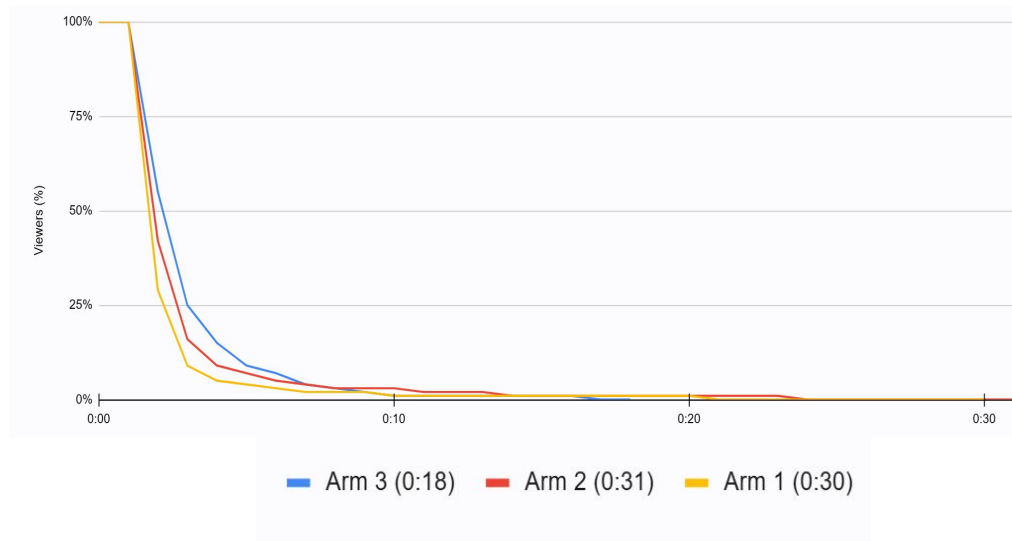
# Results – Partnership Ads Drive Longer Watch Times

## Completion Rate

*Caveat: Arm 3 is shorter, so we want to see per second retention*

	Viewed to 25%	Viewed to 50%	Viewed to 75%	Viewed to 100%
<b>Arm 1:</b> The Control, BFF Brand Ad	2.74%	1.25%	0.84%	0.59%
<b>Arm 2:</b> The 1st Partnership Ad, Amber 1	4.11%	1.78%	1.10%	0.63%
<b>Arm 3:</b> The 2nd Partnership Ad, Amber 2	9.47%	2.40%	1.35%	0.76%

## Audience Retention - % of Viewers that made it to each second of your video



# Results – Amber's Hooks Drive Retention

Arm 2



Unique Users  
Vs Arm 1  
**1.8X**

Arm 3



Unique Users  
Vs Arm 1  
**2.8X**

Audience Retention x Unique Users

Seconds of Video	Arm 3	Arm 2	Arm 1
0:00	5,535,440	5,460,960	5,423,402
0:01	5,535,440	5,460,960	5,423,402
0:02	3,044,492	2,293,603	1,572,787
0:03	1,383,860	873,754	488,106
0:04	830,316	491,486	271,170

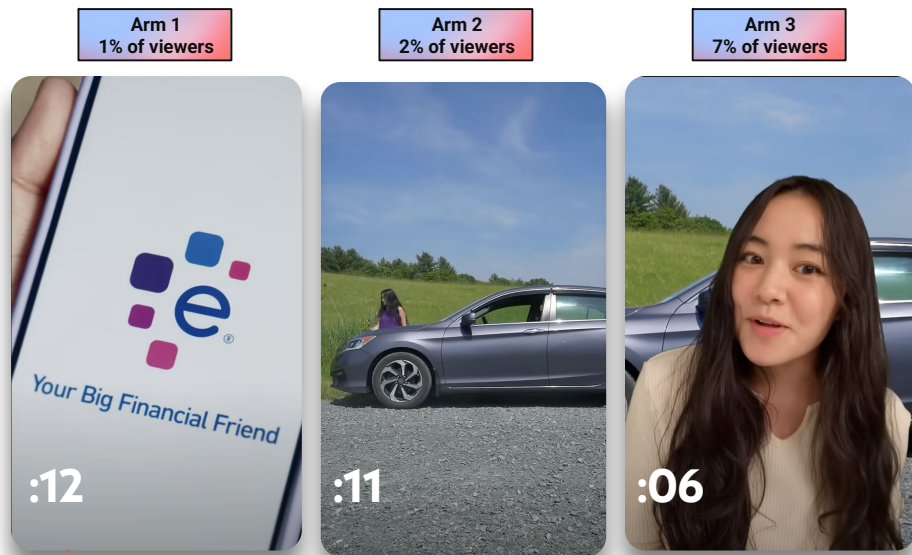
## Insights

unique users at :03 (:03 reflects shorter time to hook viewers in YT Shorts)

- Partnership ads hook was more impactful in driving audience retention -
  - Arm 2 1.8X more unique users Vs. Arm 1
  - Arm 3 is 2.8X more unique users Vs. Arm 1



# Results – Early Brand Mentions Maximize Exposure



## Insights

- Branding is important in Shorts as per our best practices. With the strongest audience retention, Arm 3 has the most unique users exposed to the Experian Brand!

Audience Retention x Unique Users

Seconds of Video	Arm 3	Arm 2	Arm 1
0:00	5,535,440	5,460,960	5,423,402
0:01	5,535,440	5,460,960	5,423,402
0:02	3,044,492	2,293,603	1,572,787
0:03	1,383,860	873,754	488,106
0:04	830,316	491,486	271,170
0:05	498,190	382,267	216,936
0:06	387,481	273,048	162,702
0:07	221,418	218,438	108,468
0:08	166,063	163,829	108,468
0:09	110,709	163,829	108,468
0:10	55,354	163,829	54,234
0:11	55,354	109,219	54,234
0:12	55,354	109,219	54,234
0:13	55,354	109,219	54,234

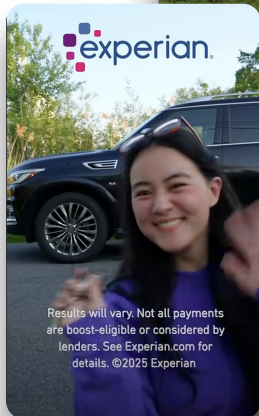
unique users at first brand mention for each arm



# Results – Retention Fuels Interaction & Conversions

Arm 2 & 3

Conversions  
(site visits)  
**+33.7%**



	Interaction Rate	Interactions	Conversions (site visits)
<b>Arm 1:</b> The Control, BFF Brand Ad	4.10%	641,652	3,520
<b>Arm 2:</b> The 1st Partnership Ad, Amber 1	6.72%	1,027,048	4,648
<b>Arm 3:</b> The 2nd Partnership Ad, Amber 2	8.60%	1,317,711	4,707





## Summary + Recommendations

### Be Strategic with Asset Diversity

- Strike a strategic balance with your asset diversity – Brand Assets for Awareness, Partnership Ads for Engagement
- Consider running future campaigns with both Brand & Partnership Ads for well-rounded results

### Obsess Over Your Hook

- The experiment demonstrates the power of a dynamic hook in driving audience retention

### Partner with Creators to resonate with viewers

- Creator advocacy proved powerful - Amber authentically integrated brand messaging early into her content, engaging viewers and moving them down the funnel, driving interactions & conversions.
- Consider incorporating Partnership Ads into your future mid-to-low funnel campaigns.



# Next Steps

**01****Continue to Test**

Keep testing new ways to integrate Partnership Ads and Creator content as way to drive performance and engagement into your mid-to-lower funnel campaigns.

**02****Tap into Creative Works Support**

We'd love to consult on your key campaigns. Share your storyboards on brand assets in development for feedback on fine-tuning for marketing objective, etc. Share social assets for consultation on Lift + Shift opportunities.

**03****Case Study Next Steps**

Google to build out case study draft and share for review / alignment by early August. Establish main POC from Experian.



# Thank You





# Appendix