

# Vuclip redefines mobile ad effectiveness metrics

NEW DELHI, INDIA: [Vuclip](#), reputed to be the world's largest independent mobile video and media company, has announced it now offers a solution to evaluate mobile campaign effectiveness.



Vuclip has partnered with [Millward Brown](#), a global leader in brand, media and communications, to give brand metrics that provide meaningful insights beyond click-through-rates. This enables brand advertisers to measure and optimise the brand metrics on mobile ad campaigns, allowing them to measure performance against their key marketing objectives and compare effectiveness against industry averages.

Reaching 45 million monthly users on 5,500 different mobile handsets, Vuclip claims to have an unparalleled, global consumer base. This critical mass, combined with Millward Brown's independent survey capabilities and robust analytics, allows Vuclip to analyse six metrics: top-of-mind brand awareness, brand familiarity, mobile ad awareness, brand association, brand favourability and purchase intent.

## The AdIndex Advertising Effectiveness Study

Vuclip and Millward Brown recently conducted an AdIndex Advertising Effectiveness Study to assess the success of a mobile video advertising campaign on behalf of one of India's leading toothbrush brands. The study included respondents from the 18-45 years age groups, with 41% belonging to the 25-34 years of age category. Respondents were segregated into two groups, one of which was exposed to a banner brand ad, while the control group was not. The study then analysed the six brand attributes mentioned above.

Advertisements displayed on the Vuclip site generated favourable opinion among the online audience. Purchase intent towards the brand was significantly higher post campaign exposure. Brand favourability was 7.9% higher among the exposed group compared to the control group, while purchase intent went up by 11.1%.

## New frontier for mobile advertising metrics

"Mobile technology has become a ubiquitous part of our lives. Anywhere in the world, consumers turn to their mobile device for instant news, videos and product information. While brands have recognised this shift from 'prime time' to 'real time' advertising, mobile metrics have not kept up with the changes. Click-through-rates reveal little about brand engagement or purchase intent," said Meera Chopra, Global Head & Vice President, Ad Sales at Vuclip. "By partnering with Millward Brown we have found a way to successfully apply traditional TV and online metrics to mobile. This gives brands the opportunity to measure the impact of their mobile initiatives against their overall marketing goals."

Ritesh Dutt, Head Media Practice, India of Millward Brown commented, "As an industry leader, Vuclip is helping brands define success on the most important platform of our age - mobile. We are delighted that Vuclip has recognised our track record in mobile ad metrics and analysis. Through our partnership, we can help transform the way brands view mobile measurement and believe the impact will benefit the entire mobile ecosystem."

## Additional resources:

- For mobile video ad best practices, please read Meera Chopra's monthly [column](#) in ClickZ Asia
- Information about Vuclip's [Slide2Engage](#) Ad Unit and [Click2Vid](#) Ad Unit

- Information about Millward Brown's [AdIndex for mobile](#) research solution

## About Vuclip

For millions of people around the world, Vuclip is an essential part of their daily lives. Vuclip serves video on-the-fly, on any device, and in any country, providing unparalleled reach for its partners. Every day Vuclip delivers more than 25 million videos to consumers all over the world. Vuclip is headquartered in Milpitas, California with offices in New Delhi, Mumbai, Singapore, Dubai, Shenzhen, Beijing and Ottawa. Check out Vuclip on your phone: [m.vuclip.com](http://m.vuclip.com). For brands interested in working with Vuclip, please visit [www.vuclip.com](http://www.vuclip.com) or email [ads@vuclip.com](mailto:ads@vuclip.com).

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