



Social Media Study: How Strategic Ad Placement Impacts Views

2023 NeoReach Report



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Research Methodology

The Data presented in this report was collected using our weekly data compilations of sponsored videos on YouTube and TikTok. From this, we identified the different types of campaign initiatives used by brands in their content. We then analyzed the campaign type, content type, and the call to action of each video and used diagnostics to pull averages and statistics to find what types of sponsored ads were the most successful and common on each platform. These averages and statistics allowed us to compare and contrast the campaign type, content type and call to action across YouTube and TikTok.



Content Types

We identified the main content types that brands used in their videos across YouTube and TikTok. Many YouTube videos used intro cards, end cards, integrated, dedicated and description only, whereas TikTok ad videos used mainly integrated, dedicated or description only content types.



YouTube Content Types

Description



INTRO CARD

When the sponsored content is mentioned at the very beginning of the video



END CARD

When the sponsored content is mentioned at the very end of the video OR video content ends on sponsored thank you



INTEGRATED

When the sponsored content is mentioned within the video – there is still video before and after the sponsored shout-out



DEDICATED

The whole video is dedicated to the sponsor and sponsored content



DESCRIPTION ONLY

Sponsor is only mentioned in the description of the video – not within the video content itself





TikTok Content Types

Description



INTEGRATED

Sponsored product is either in the frame of the TikTok, or is mentioned briefly in the video



DEDICATED

Whole TikTok clip is dedicated to sharing the sponsor's product



DESCRIPTION ONLY

Sponsor is only mentioned in the caption of the video, but the video itself has nothing to do with/has no mention of the sponsor





Ad Type Metrics

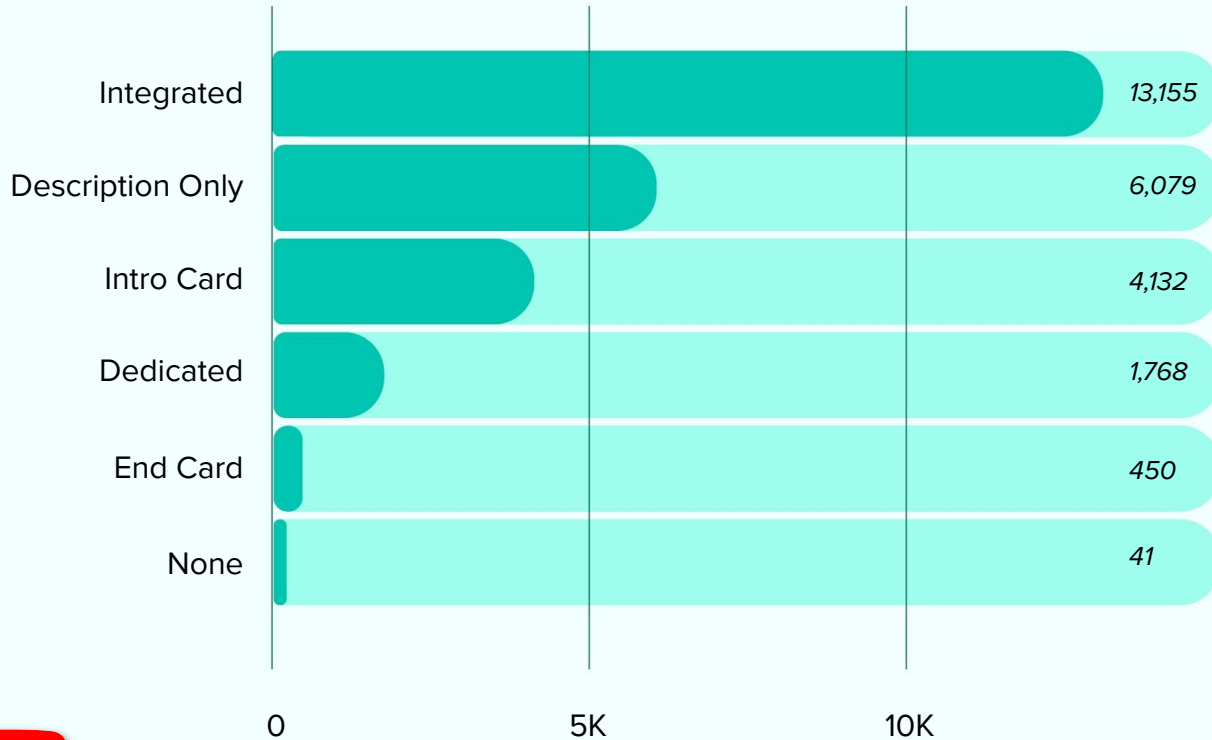


YouTube





Number of Videos by Content Type



This graph shows the frequency of the content type used on YouTube. Integrated was the most common of the content types used, whereas end card content was used the second least.





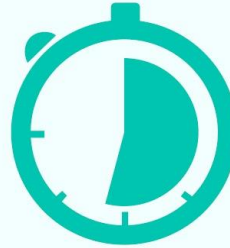
Average Ad Length by Content Type



Integrated
82 sec



Description Only
0 sec



Intro Card
65 sec



Dedicated
1,187 sec



End Card
65 sec



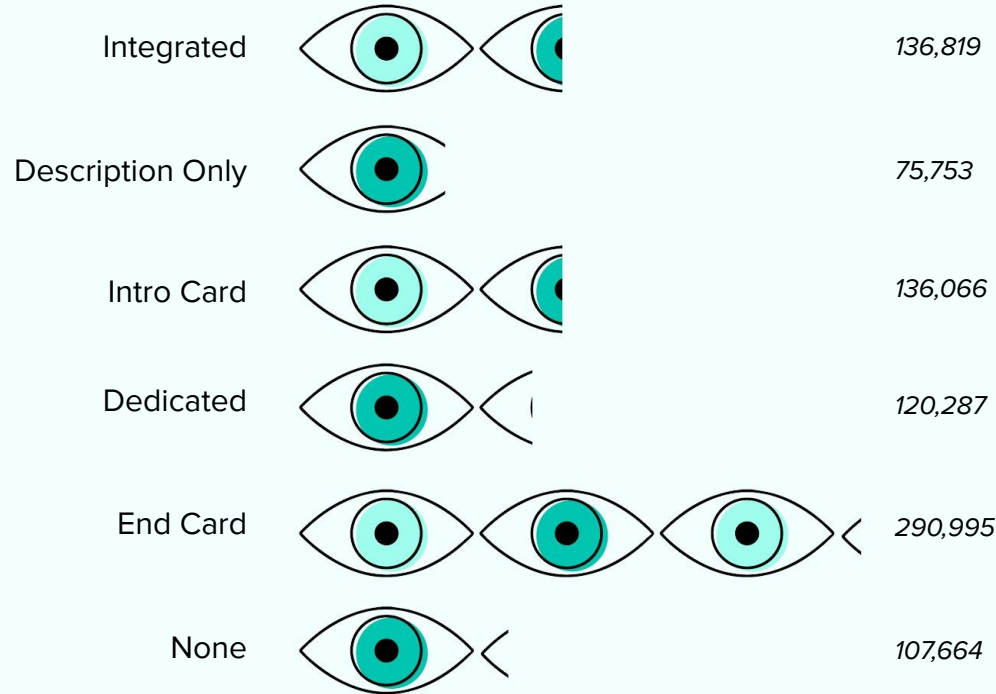
None
0 sec

This represents the average ad length per video in seconds based on the content type used. Dedicated, which is when the whole video is dedicated to the ad, took up the most time.





Average Views by Content Type

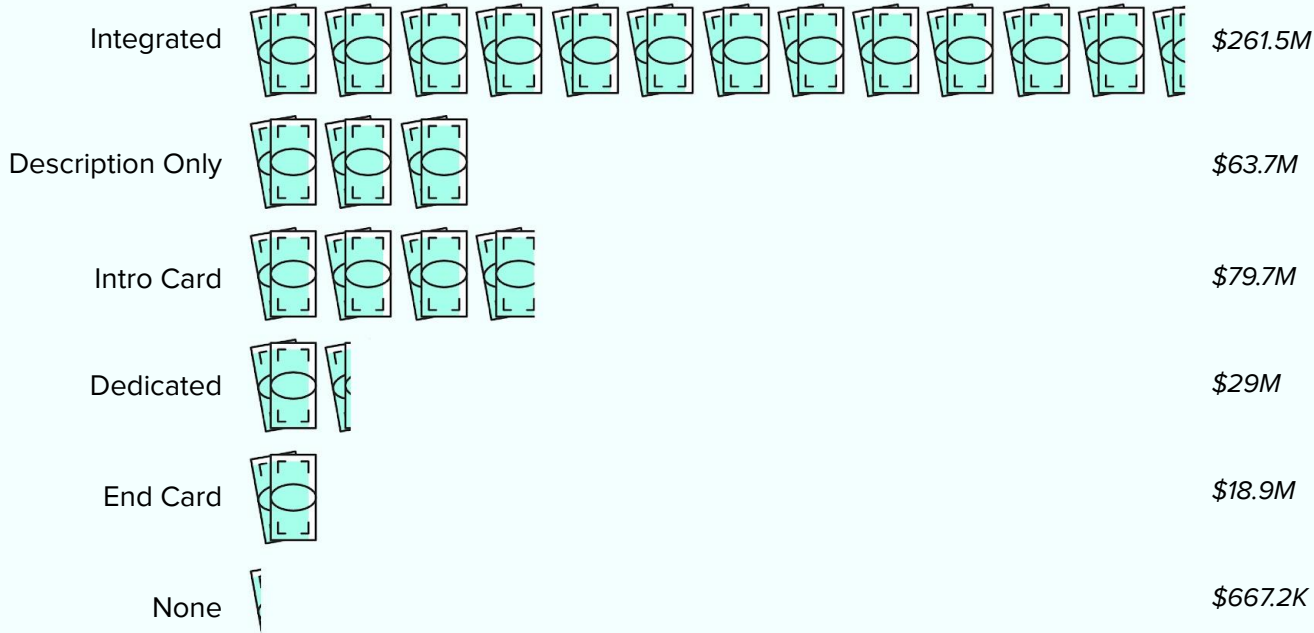


This visual represents the average views based on the content type used in their sponsored videos on YouTube. End cards had the most average views.





Total Spend by Content Type

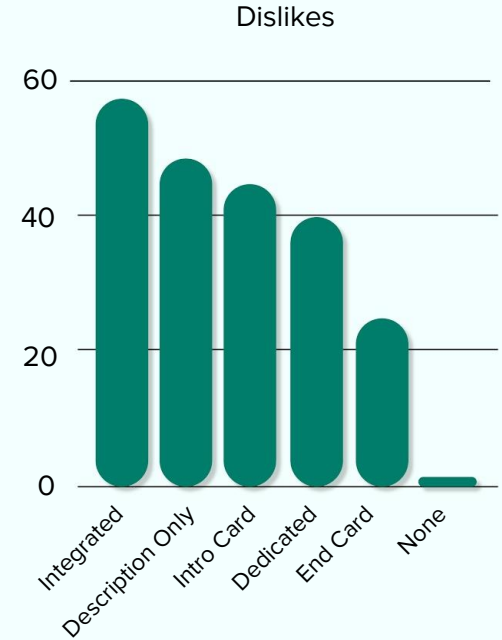
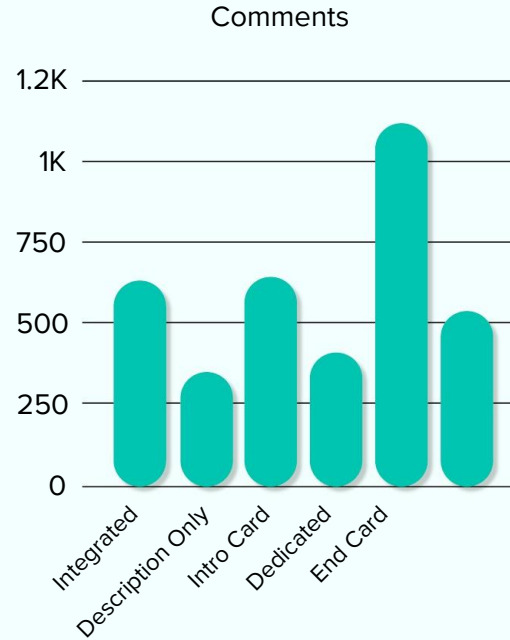
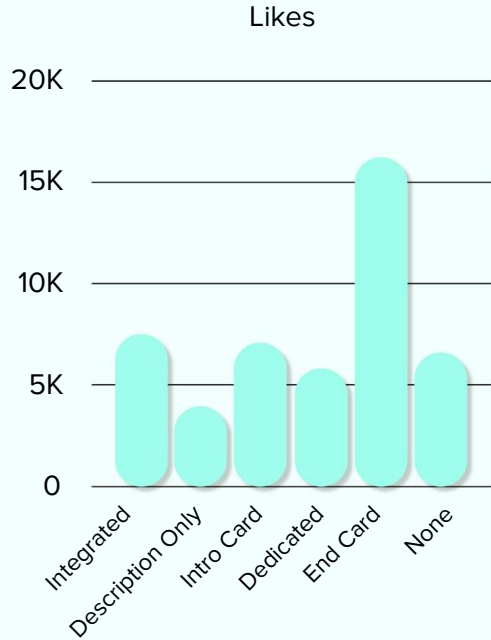


This visual represents the total spent on different content types for campaigns. The largest total spent was on Integrated content with 261.5M dollars.





Average Likes, Comments, and Dislikes by Content Type



These graphs represent the average amount of likes, comments, and dislikes based on the content type used on YouTube. End Card received the most likes and comments.



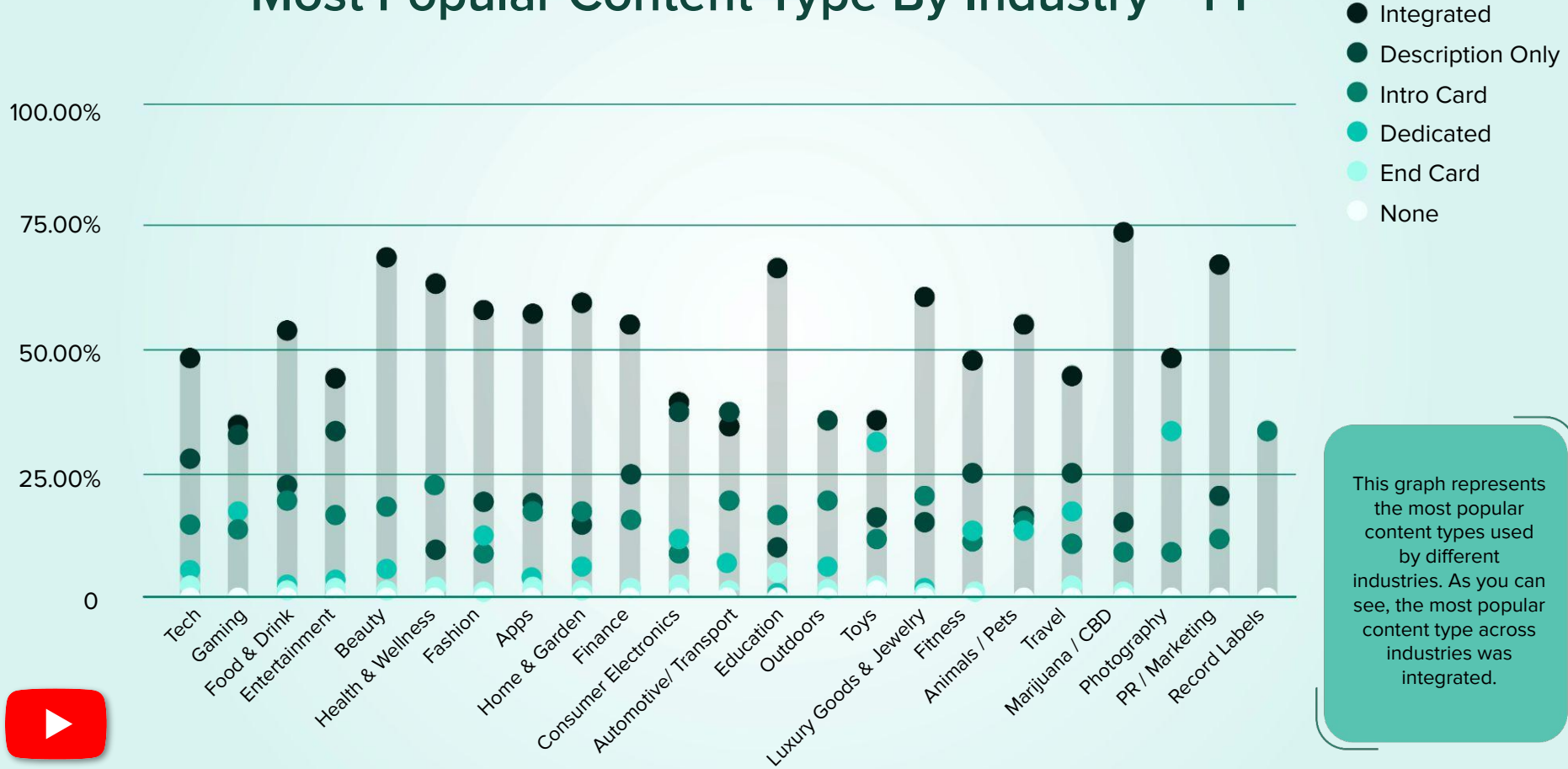
Average Likes/Dislikes to Views Ratio by Content Type

Content Type	Likes	Dislikes
Integrated	5.78%	0.04%
Description Only	5.07%	0.07%
Intro Card	5.73%	0.03%
Dedicated	4.99%	0.03%
End Card	5.93%	0.01%
None	5.54%	0.00%

This visual helps to represent the ratio of the average number of likes/dislikes received versus views based on the content type used.



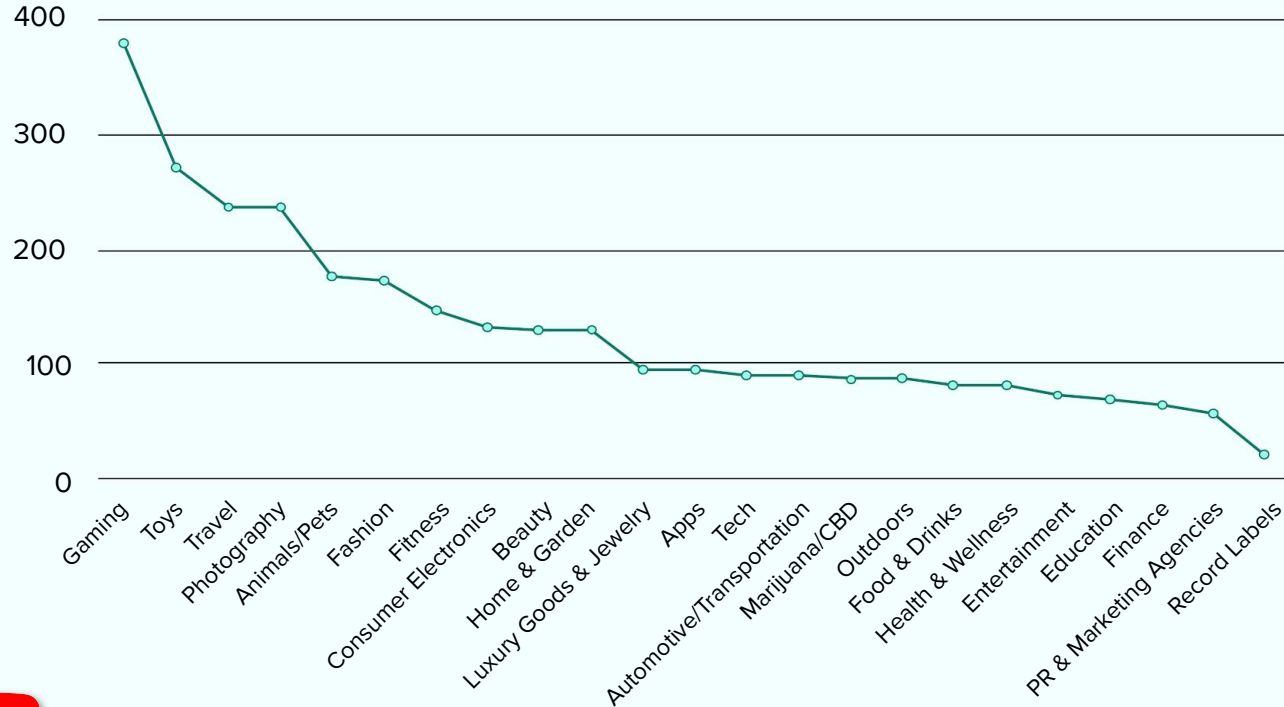
Most Popular Content Type By Industry - YT



This graph represents the most popular content types used by different industries. As you can see, the most popular content type across industries was integrated.



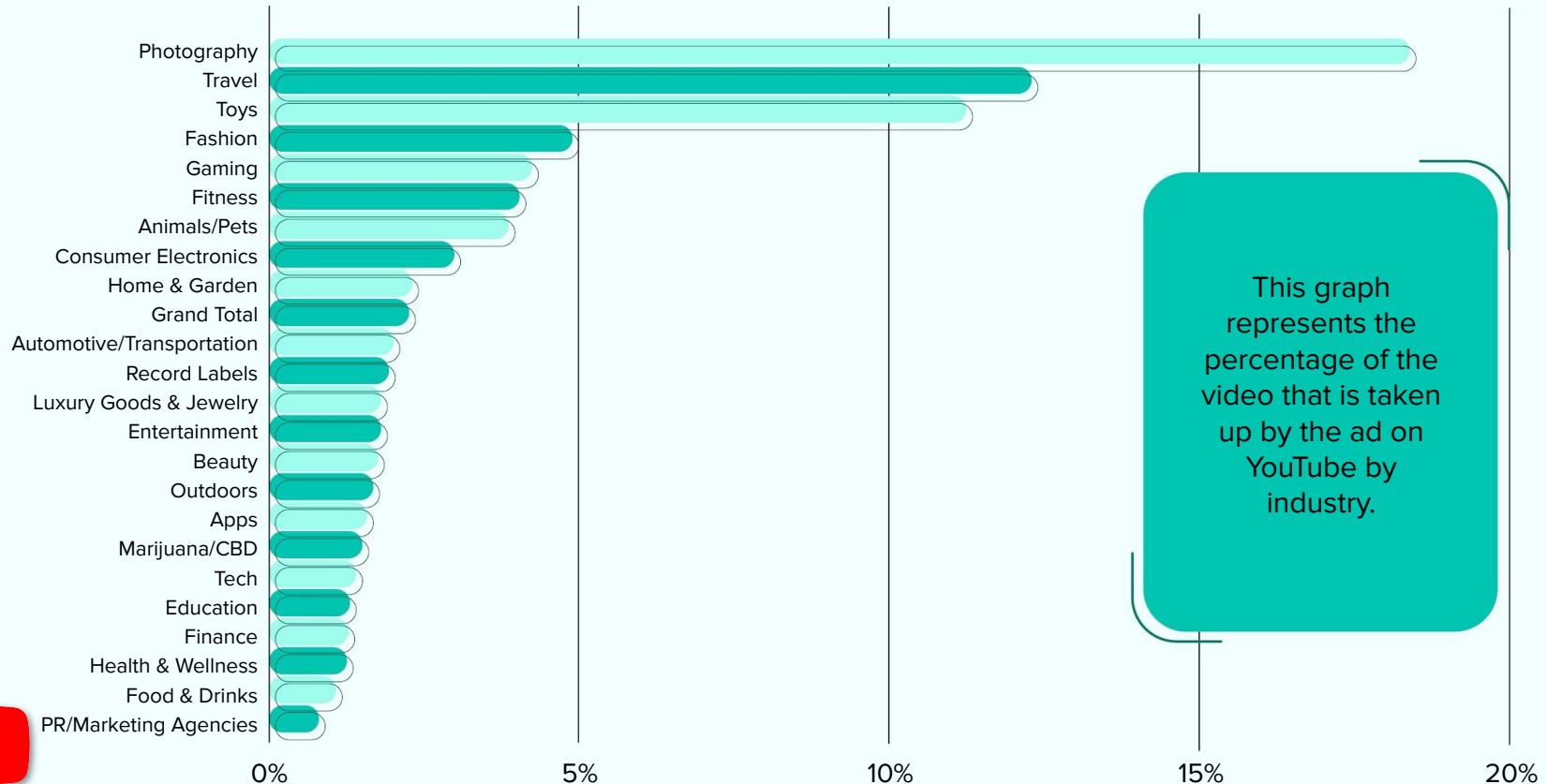
Average Ad Length by Industry



This graph represents the average ad length on YouTube sponsored videos based on the brand's industry. Gaming and toys had the longest average ad length.



Percent of Video that is Ad by Industry



This graph represents the percentage of the video that is taken up by the ad on YouTube by industry.



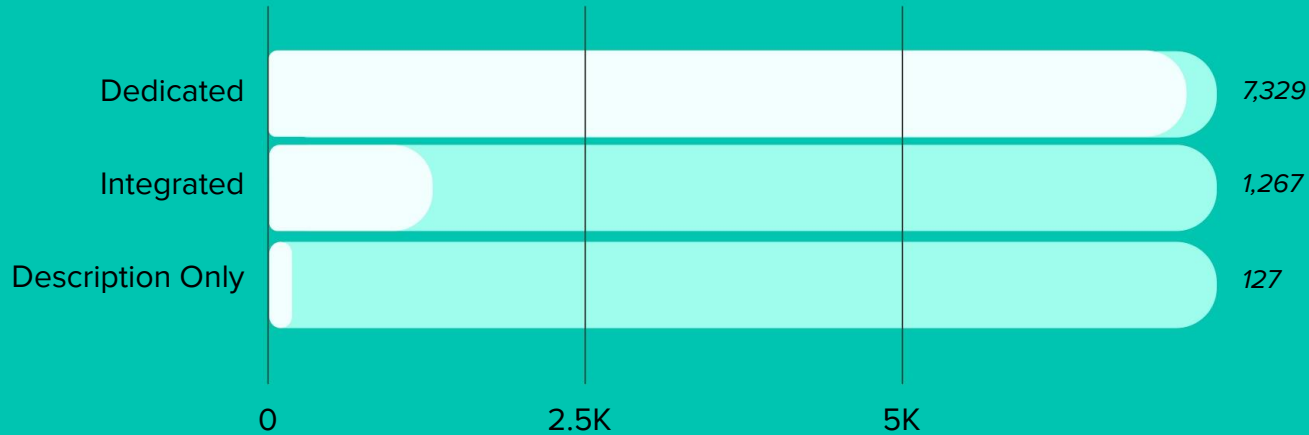


TikTok





Number of Videos by Content Type

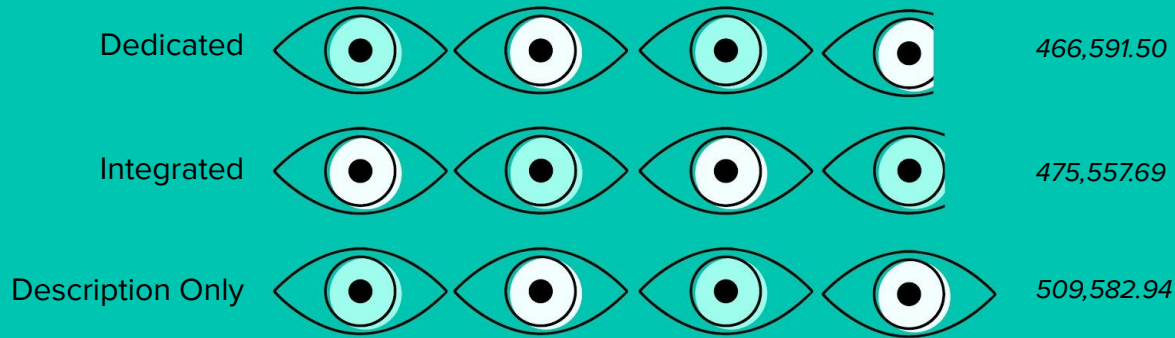


This graph represents the number of videos of sponsored ads on TikTok categorized by content type. Dedicated was the most popular content type on TikTok





Average Views by Content Type

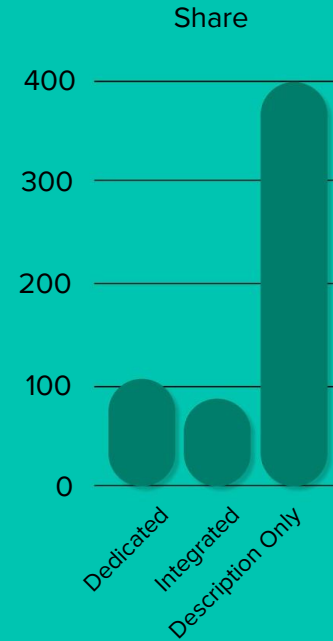
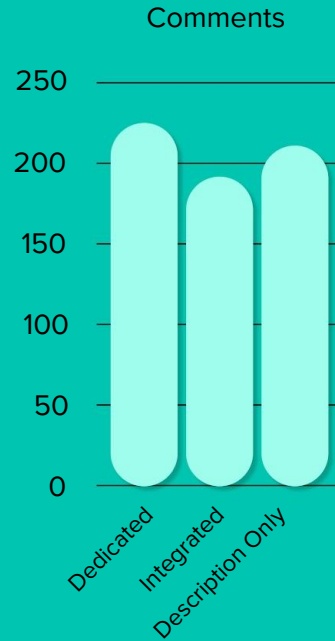
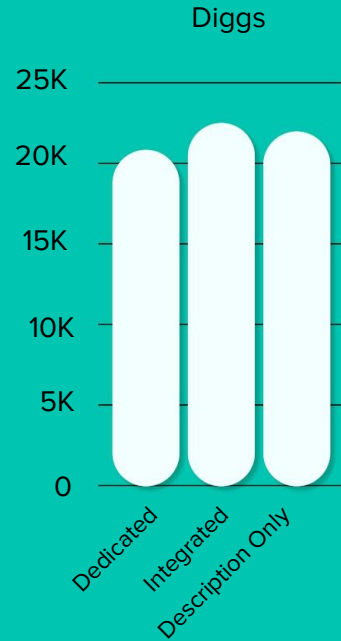


This visual represents the average views on TikTok based on the content type used. The content type that received the most views on average was description only.





Average Diggs, Comments, and Share by Content Type



These graphs represent the average number of diggs, comments, and shares received on TikTok videos based on the content type used in the ad. Description only videos received the most amount of shares.





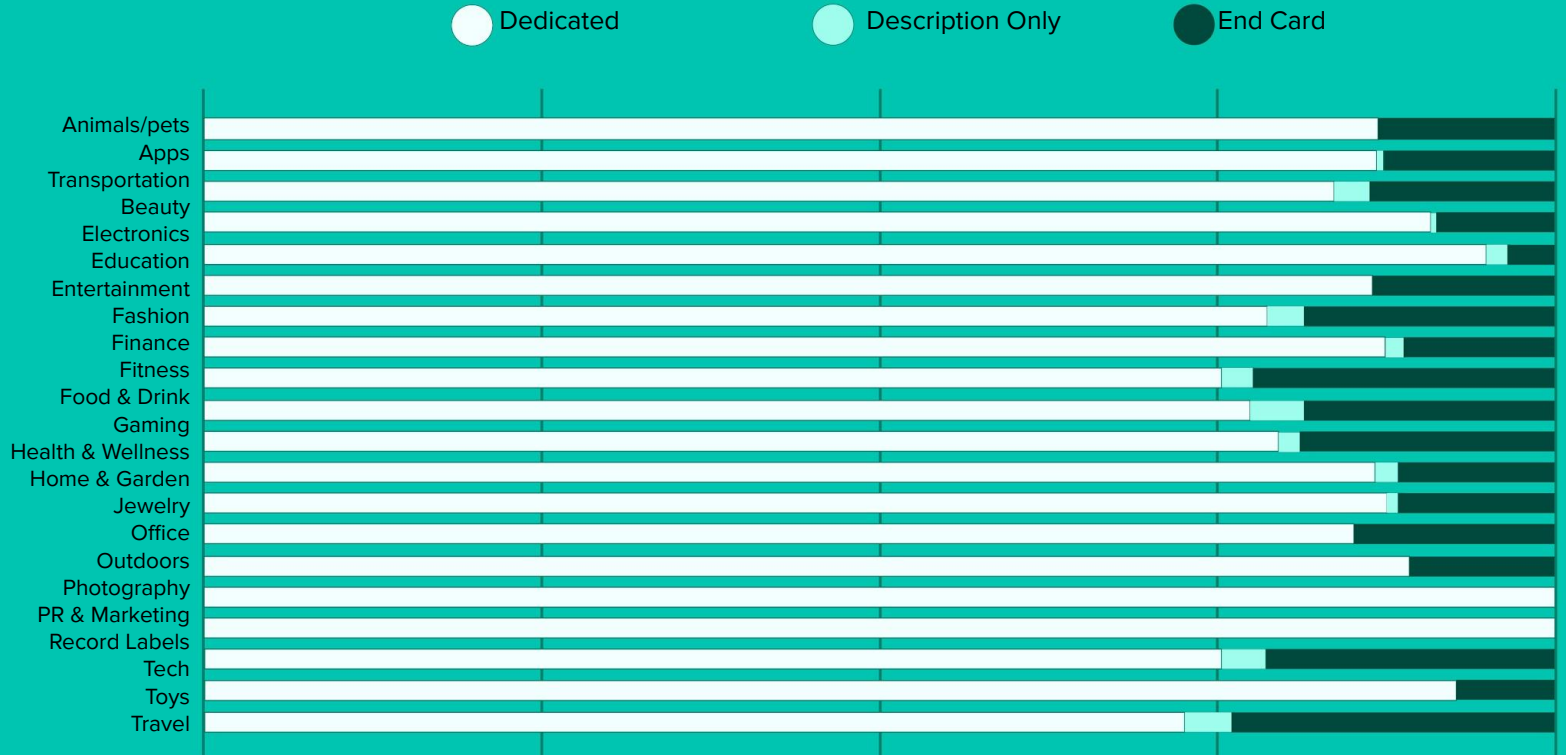
Average Diggs to Views Ratio by Content Type

Content Type	Likes
Dedicated	4.45%
Description Only	4.30%
Integrated	4.71%

This visual represents the average diggs (or likes) to view ratio based on the content type used. Dedicated videos received the largest average diggs to view ratio.



Industry by Content Type





Average View per Content Type for Each Industry

In this section, we take a deeper look at the average number of views based on the content types used across all industries.



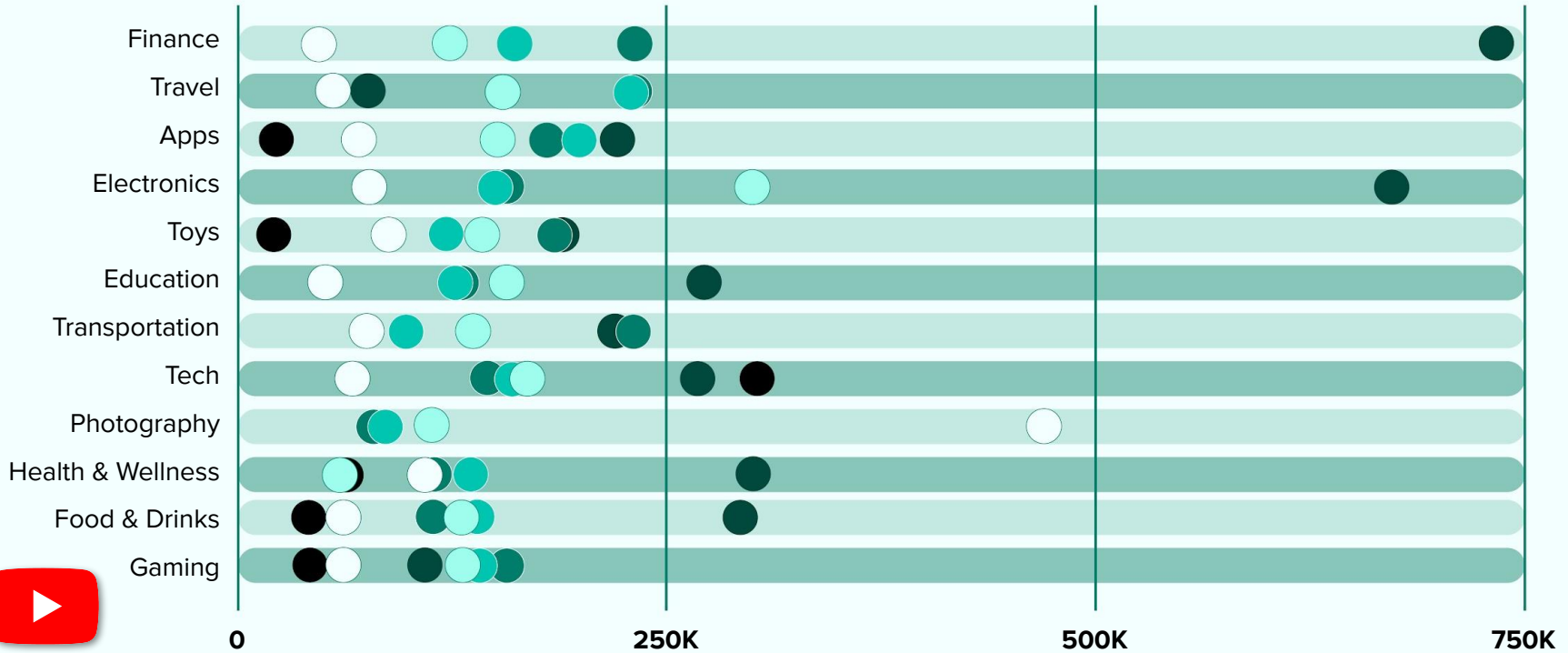
YouTube





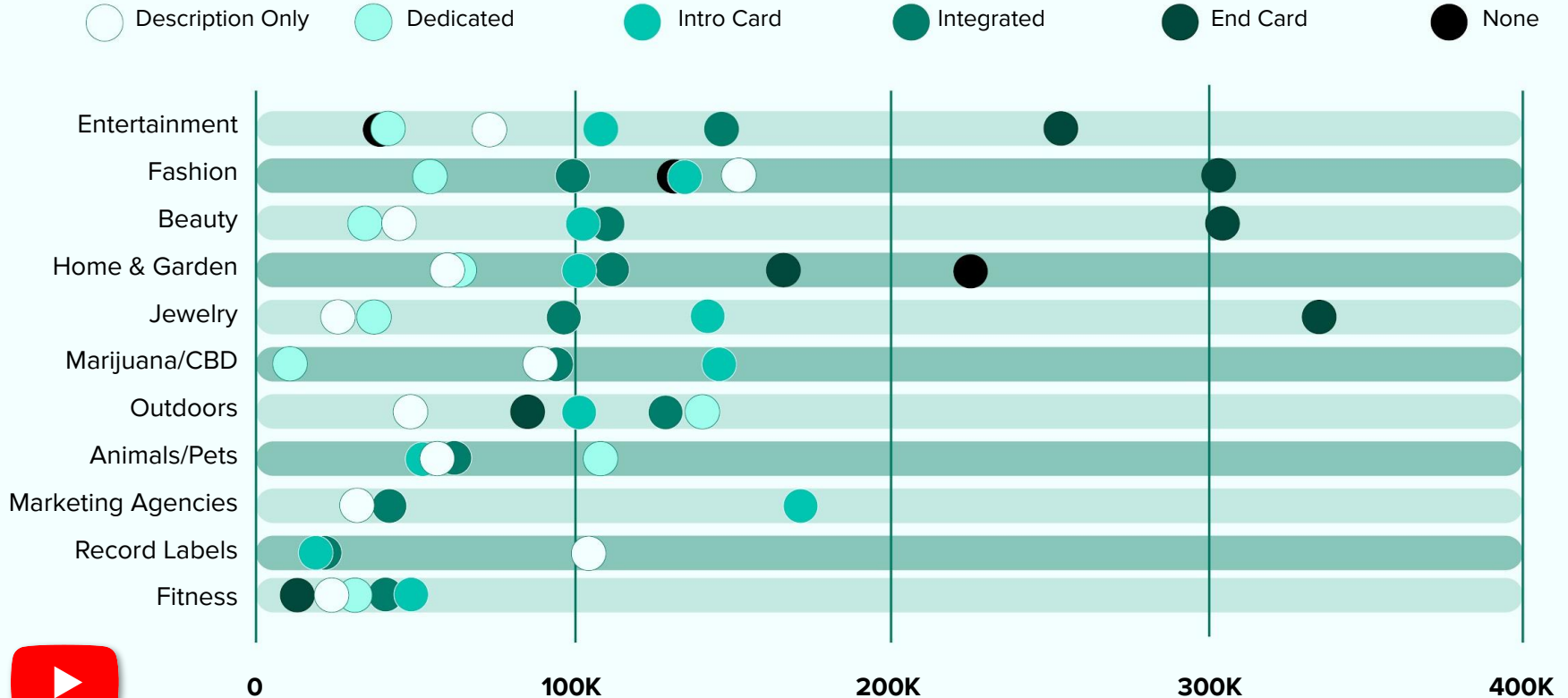
Average Views per Content Type for Each Industry

○ Description Only ● Dedicated ● Intro Card ● Integrated ● End Card ● None





Average Views per Content Type for Each Industry



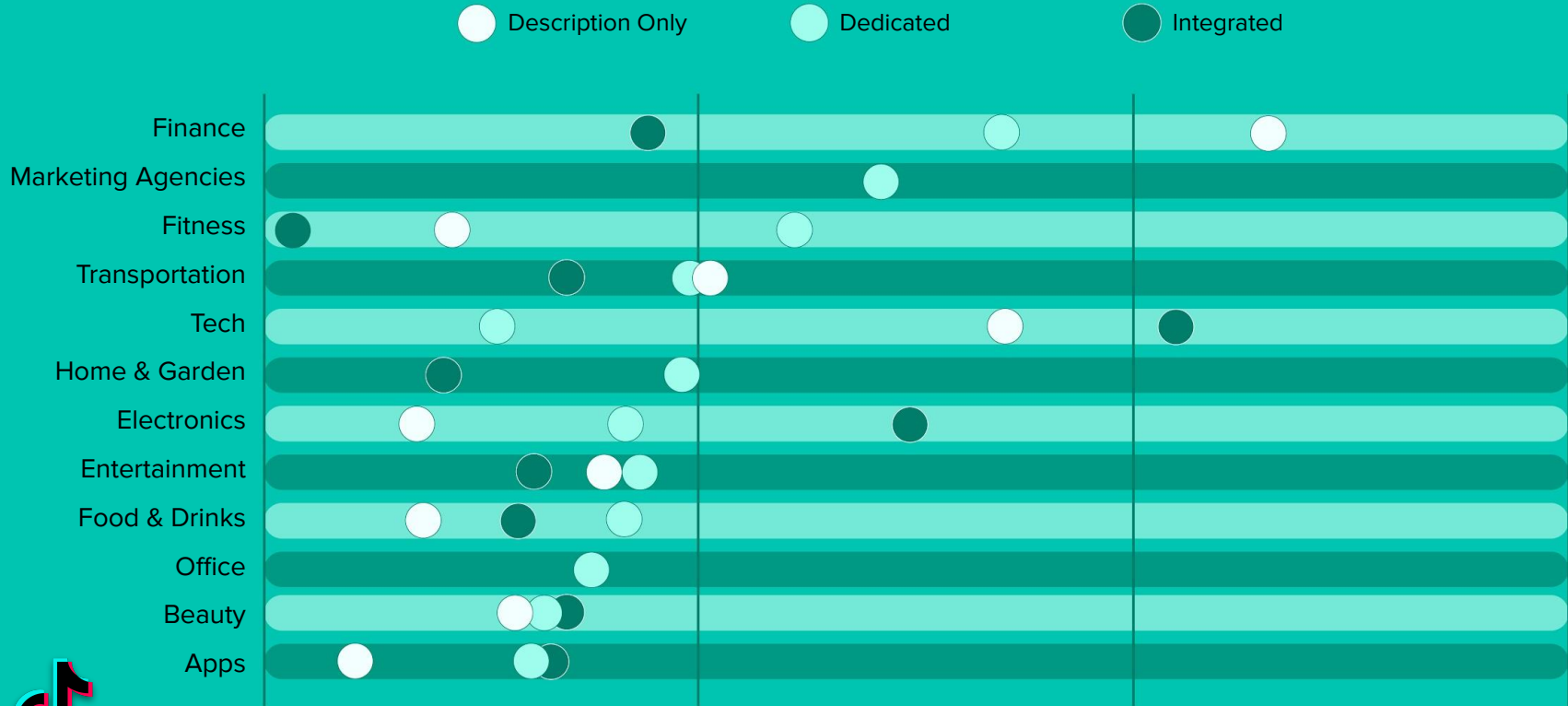


TikTok



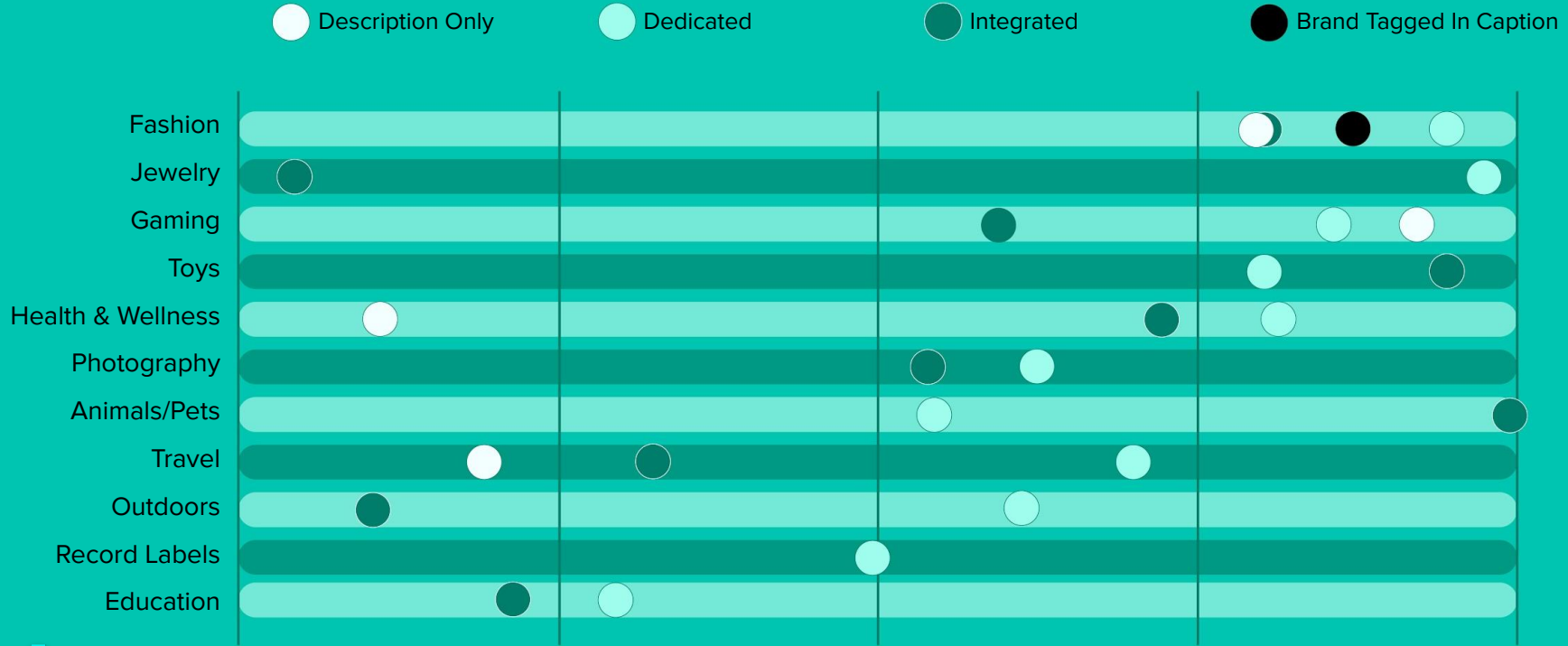


Average Views per Content Type for Each Industry





Average Views per Content Type for Each Industry





Top Performing Videos

This section dives deeper into some of the top performing ad placement videos across YouTube and TikTok.



YouTube





I Built Willy Wonka's Chocolate Factory!

Creator: Mr. Beast

Content Type

Integrated

Views

123.6M

Likes

4.8M

Comments

175.3K

In this video, Mr. Beast recreated Willy Wonka's Chocolate Factory and invited other creators over to compete in his competitions there. This video received 123.6 million views and 4.8 million likes!





Dude Perfect Goes to SPACE

Creator: Dude Perfect

Content Type

Description Only

Views

17.5M

Likes

866K

Comments

36.1K

Best known for their sports content, Dude Perfect is one of the top sports channel on YouTube. In this video, MoonDAO sponsors Colby's trip space. Using a description only content type, this video received 17.5 million views.

Ad Placement vs. Views





FACING 100 FEARS IN 24 HOURS!!

Creator: Ben Azelart

Content Type

Intro Card

Views

24.9M

Likes

418.2K

Comments

21.3K

This video, sponsored by Epic Games, features multiple popular creators from YouTube and TikTok conquering their biggest fears. Using an Intro Card to announce the sponsorship, this video received 24.9 million views.





Archery World Records

Creator: Dude Perfect

Content Type

Dedicated

Views

7.7M

Likes

206.1K

Comments

5.2K

Sponsored by Bass Pro Shop, this video from Dude Perfect received 7.7 million views and 206.1k likes, and used a dedicated content type.





iPhone 14/Pro Impressions: Welcome to Dynamic Island!

Creator: Marques Brownlee

Content Type

End Card

Views

8.2M

Likes

298.8K

Comments

18.8K

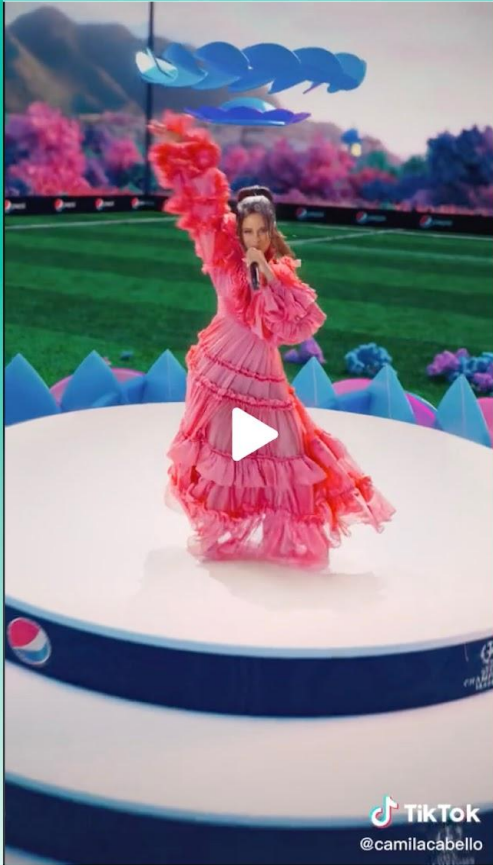
This video is a review and opinion on the new iPhone 14/Pro and is sponsored by Anker. The video includes an end card, where Marques Brownlee mentions Anker and their products at the end of the video.





TikTok





TikTok
@camilacabello

[Link](#)



Pepsi

With Camila Cabello

Content Type

Dedicated

Views

96.1M

Likes

1.4M

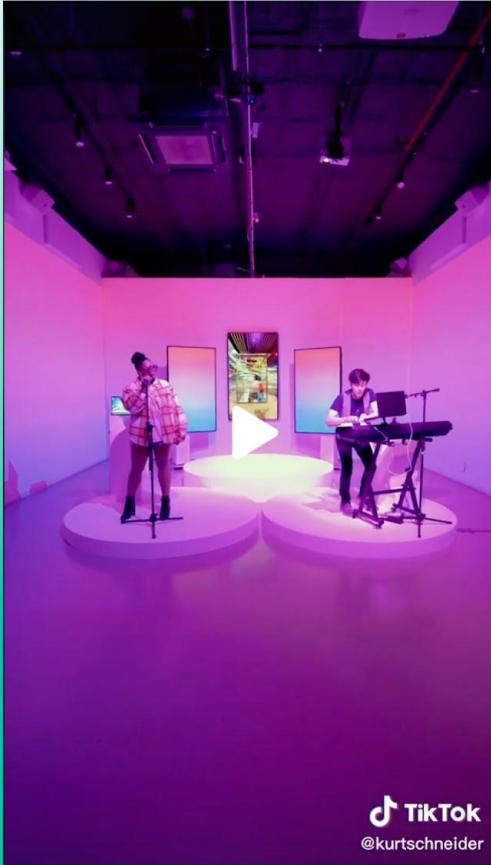
Comments

9.6K

Falling into the dedicated content type category, Pepsi sponsored this TikTok by popular musician Camila Cabello announcing that she will be performing at the UEFA Champions League final opening ceremony. It received 96.1 million views.

Ad Placement vs. Views





[Link](#)



Lenovo

With Kurt Schneider

Content Type

Integrated

Views

66.1M

Likes

923.9K

Comments

0

This video, sponsored by Lenovo, received 66.1 million views and 932.9k likes on TikTok. Lenovo used the content type integrated by having the creator Kurt Schneider use their new Yoga Slim laptop throughout the video.

Ad Placement vs. Views





[Link](#)



HP

With McKenzi Brooke

Content Type

Description Only

Views

9M

Likes

118K

Comments

662

Using the content type description only, HP sponsored this video on TikTok, which received 9 million views and 118k likes.





Future Predictions

- Based on the data in this report, we are able to make a couple future predictions about ad placement vs. views across YouTube and TikTok:

YouTube

With the success of ad placement videos on YouTube, we see the number of videos using different content types continue to grow. Using YouTube as the main platform, we expect that more brands will explore using end cards to take advantage of the high average rate of likes and comments received by this content type. Although end cards may become more popular, we predict that integrated content will still be the top content type used on YouTube.

TikTok

We predict that the content types dedicated, integrated, and description only will be the main content types used for ad placement on TikTok. Because of the time constraints for TikTok videos, it's not likely that we will see intro or end cards frequent the platform the way they populate YouTube sponsored videos.



Key Takeaways

- On YouTube, 'integrated' ads are significantly more common than other ad types, while on TikTok, 'dedicated' ads are much more common
 - ◆ This could be due to the average length of TikTok videos being shorter than videos on YouTube
- On YouTube, videos with the ads placed at the end of the video had the most average views, likes and comments despite there being much less ads with this placement.
- On TikTok, 'description only' ads average the most views, while on YouTube these ads average the least amount of views
- On TikTok, the placement of the ad has less of an effect on the views, likes and comments than it does on YouTube
 - ◆ There is less variation in ad placement on TikToks
- On YouTube, 'integrated' and 'intro card' ads perform very similarly in views and engagement, even though, there are many more videos with 'integrated' ads than 'intro card'
- The only industry where 'description only' ads have the most views on YouTube is photography, for most other industries 'description only' ads have significantly less views than other ad types



Editor's Note

Influencer Marketing is becoming one of the most popular ways you can market your business. In this report we take a deeper look at how ad placement correlates with views. We look at two popular platforms, YouTube and TikTok, and analyze how the content type of the ad affects views, likes, comments and shares. The content type used in these campaigns are different based on the platform the ad is appearing in, YouTube uses five different content types, integrated, description only, end card, intro card, and dedicated, where as TikTok only uses three content types, dedicated, integrated and description only. In this report you can see examples of the top performing videos on these platforms for each one of the content types.

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We look forward to hearing from you!