

BIXTrack™

Video Communications Testing

Before targeted video communications are released to the public, it's vital that they be systematically evaluated to determine whether or not the messaging is clear, consistent, engaging and well-received. Advertisers need to know, as accurately as possible, if targeted video communications (television commercials, movie previews, Web ads and the like) are appropriate and compelling for their intended audiences, and if they deliver the intended messages.

Not only do clients need to know if target audiences respond *well* to their video communications, they also need to know *which specific elements* of the video content audiences like and don't like, *and why*.

So far, Internet video testing has proven a valuable means of determining the overall efficacy of a piece of video content. Traditionally, a respondent is asked to view a video first, and then to answer a series of questions about the video. The questions may test the subject's ability to recall key portions of the video, whether or not the subject liked the video, and if he or she would be likely to purchase or support the product (service, candidate, or principle) being advertised.

One of the great benefits of Internet video testing has been its inherent ability to reach large numbers of highly targeted respondents.

However, as serviceable as Internet video testing has been in recent years, its previous incarnations simply haven't been able to render specific enough learnings about the frame-by-frame efficacy of video communications.

Frame-by-Frame Video Testing

Unlike simpler methods of message delivery (print advertisements and static Web content, for example), video content has visual and audio components that unfold

across time. Target audience members (Web surfers, television watchers and movie ticket buyers, for example) respond to the video communication *continuously*.

The video medium is capable of conveying complex information, and the responses of audience members are likewise complex. At every moment, viewers are liking or disliking, agreeing or disagreeing, making connections or being confused, and making purchasing decisions, all with constantly fluctuating intensity. Traditional in-person video testing has made it possible to track multiple audience members' second-to-second responses to the video as it plays.

In today's marketplace, it's imperative to have detailed information about which parts of a video presentation the audience responds to *most positively* and *most negatively*. This is the data that enables advertisers to craft new video communications (and to reshape existing video pieces) that deliver maximum impact and positive return on investment.

Traditional In-Person Video Testing Doesn't Paint the Whole Picture

Frame-by-frame video communications analysis has, until recently, been possible only at in-person focus group locations. At these tests, participants are instructed in the use of a handheld dial-operated device, which they use to convey their ongoing responses to the video as it plays. When the participants see or hear something they like on the video, they turn the dial up; when they dislike what's happening on the screen, they turn the dial down.

Data from all participants is culled and graphed to create a comprehensive, frame-by-frame reading of the video's strengths and weaknesses, according to the test audience. While real-time, in-person video testing produces undeniably detailed data, this method is also inherently limited.

On-location video testing has considerable drawbacks:

- **Small sample group size**—Test groups generally contain 15 or fewer respondents. Even if the client can afford to test multiple groups, the entire sample group is often well under 100 total participants. Though detailed and qualitative, test results from in-person groups are not statistically significant.
- **Participation by appropriate subgroups is limited**—Respondents must live within a reasonable distance of the testing site. They must be available for recruitment and willing to travel to the site at a specified time. For participants from many target audiences, this is simply not likely or feasible.
- **Complicated, labor-intensive and time-consuming**—In-person video testing requires reserving and setting up space to conduct tests, coordinating schedules, traveling, administering tests, moderating discussions and making sense of complex data. The human effort required to execute successful on-location video testing is substantial.
- **Expensive, often cost-prohibitive**—In addition to the time and money costs of recruiting and organizing study participants, staffing testing locations and compiling data reports, there is often the additional expense of providing a

material or financial incentive to the participants themselves.

Even if multiple focus groups are held, few clients have sufficient time or resources to do enough real-time video testing to generate statistically significant results. With all these limitations, advertisers must often make crucial decisions with insufficient data.

While traditional focus group video testing does indeed generate detailed learnings about video content, advertisers have no real way of knowing if the opinions of their study participants are truly relevant. What if study participants don't actually represent the target audience? This uncertainty is multiplied by the fact that sample sizes are unavoidably small. The result? Advertisers spend a lot of time and money for disproportionately small amounts of unreliable information.

Advantages of BIXTrack™ Online Video Testing

Following are the advantages of BIXTrack™ online video testing, a cutting edge solution provided by Spectrum Solutions, with a view to leveraging the reach of the Internet, the accuracy and specificity of real-time video testing, and the audience-targeting methods of the best market research.

BIXTrack™ online video testing provides:

- **Large sample sizes**—With BIXTrack™ online video testing, it's possible to reach hundreds and even thousands of targeted study participants, combining the qualitative data-generating benefits of frame-by-frame testing with the quantitative data-generating ability of the Internet's worldwide reach.
- **More targeted test groups**—Instead of being limited to a finite number of local participants (many of whom don't represent the target audience), BIXTrack™ video test respondents are selected from worldwide databases of highly targeted volunteers.
- **Speed, convenience and simplicity**—BIXTrack™ online video testing merges the capabilities of real-time video rating technology with the convenience and speed of the Internet. Targeted study participants assess video communications on their own computers. No traveling to testing sites, no coordinating of schedules, and no complicated testing procedures.
- **A cost-effective, time-effective solution**—BIXTrack™ video testing initiatives can be executed from start to finish *in a fraction of the time* it takes to schedule, complete and analyze a traditional in-person video testing project. *More data from far more participants* can be gathered and interpreted *at a fraction of the cost* of traditional alternatives.
- **Real-time online access to data**—Clients are provided unlimited access to their data online, even allowing for preliminary data analysis as testing results unfold. Survey data is broken out in a variety of ways, including summary data, subgroup

data, and video with animated line graph overlay showing average frame-by-frame responses to video content.

How BIXTrack™ Online Video Testing Works

Before respondents begin evaluating video communications, they go through a simple screening process. The client identifies a series of specific questions that will determine whether the participant is indeed part of the target audience. Other screening questions are included that place the participant in one or more targeted subgroups (based on gender, occupation, or location, for example.)

The next portion of the survey contains questions that identify opinions, buying habits, and other baseline measurements relevant to the test. After all these preliminary questions are answered, the user is then instructed in the use of the online video testing application. The instructions are simple and visual, and the testing software is compatible with most commonly used Internet browsers. The technology is also entirely Web-based, so respondents won't need to download anything.

The participant is then ready to watch and evaluate the client's video presentation. For the entire duration of the video, the user guides the slider on the screen up to indicate a comparatively positive response to the video, and down to indicate a negative response. The software captures a graphical portrait of that user's frame-by-frame response to the video.



BIXTrack™ technology is also completely adjustable and customizable. In addition to an interactive slider tool that registers users' changing responses during the video, buttons may also be added to allow users to click when they see one video element or moment as particularly good or bad (or whatever the attribute being tested is).

Clients can assign any attributes they like to the sliders and buttons, and may even elect to test for one set of attributes on one half of the target audience, and for another set of attributes on the other half of the audience. For example, one half of the target audience may be asked if they *like* or *dislike* a movie trailer, while the other half of the target audience may rate the trailer according to how *likely* or *unlikely* they are to go

see the film being advertised.

Far more efficient and accurate than both in-person video testing *and* Internet video surveys, a single BIXTrack™ video test can be configured to generate *quantitative frame-by-frame data across several relevant metrics.*

BIXTrack™ clients can view their data at any time, both during testing and after testing is completed. Summarized numerical data is available, and clients can also elect to view the video with real-time graphing of one or more subgroups or attributes. For example, in the figure below, three lines extend across the screen, changing as the video plays to display the average frame-by-frame responses of survey respondents. The green line represents positive overall response, the white line neutral response, and the red line negative response.



The client can also elect to view the video with different-colored graph lines according to the test's specified metrics. For example, they may elect to view the video with frame-by-frame positive-negative response readings according to demographic attributes such as age group, location, or income.

With BIXTrack™ clients can view reports that reveal:

- Overall audience response to video communications
- Points and segments within video content that are received favorably and unfavorably
- Points within video content that cause swift intensification or reversal of response
- Themes, images, sounds and expressions that resonate most powerfully with the audience

- Points of weakness that can be improved, as well as points of strength that can be further refined
- Data readouts that suggest, *simply and visually*, what the best possible video presentation would contain

After the actual video test, respondents are asked to answer a few additional questions about the overall presentation. This information provides further clarification, and may include an opportunity for participants to write in their own words about their qualitative impressions of the video content they just saw. To finish, test participants complete a detailed demographic profile, which allows for the most accurate data analysis possible.