Not all Reach is Equal
DACH-Edition

Professor Karen Nelson Field

3.
Long term effects

But short-term memory is one thing
Does this translate to the long term?

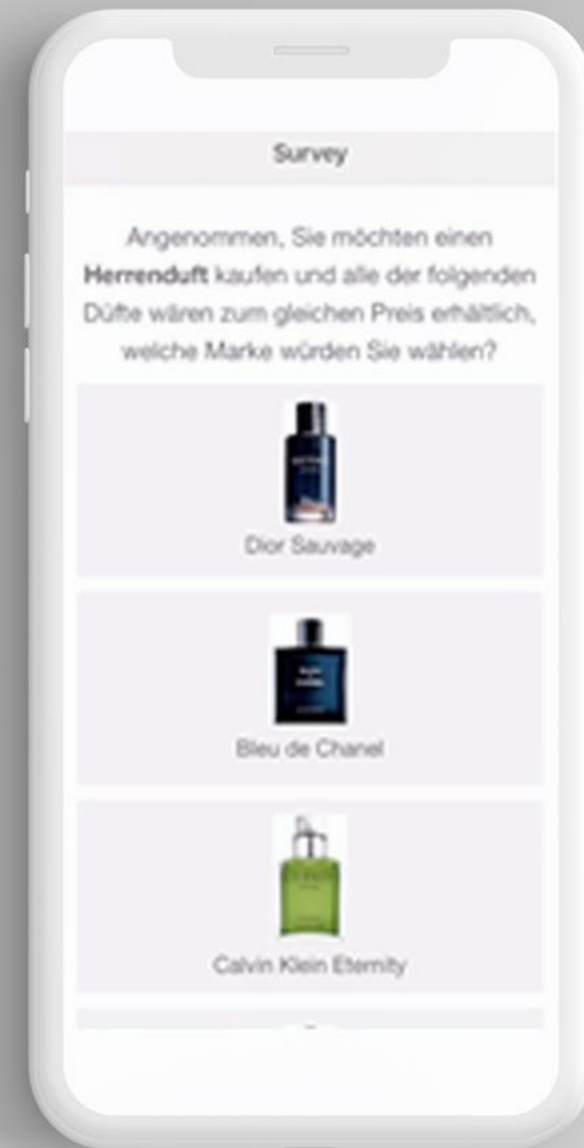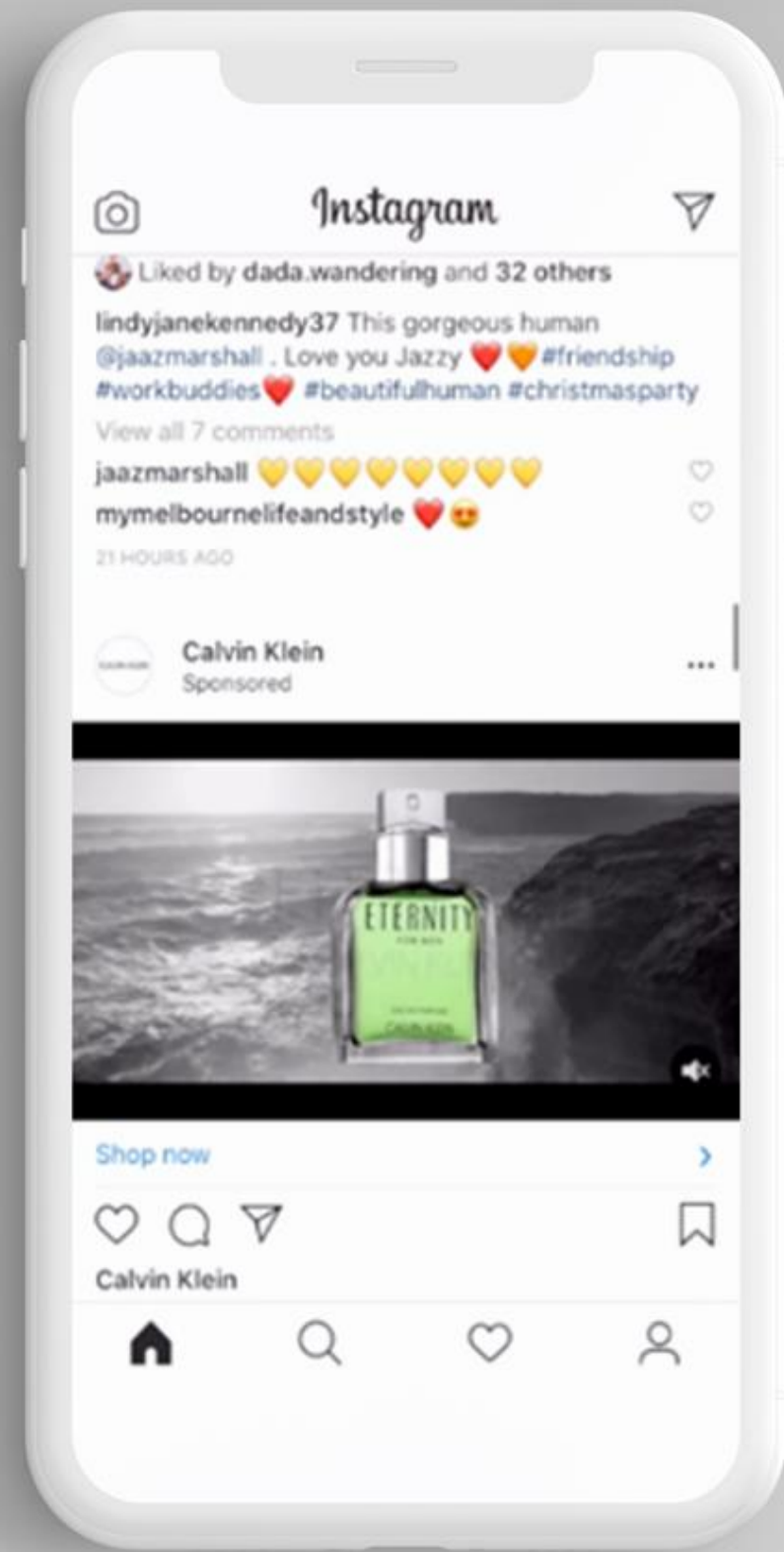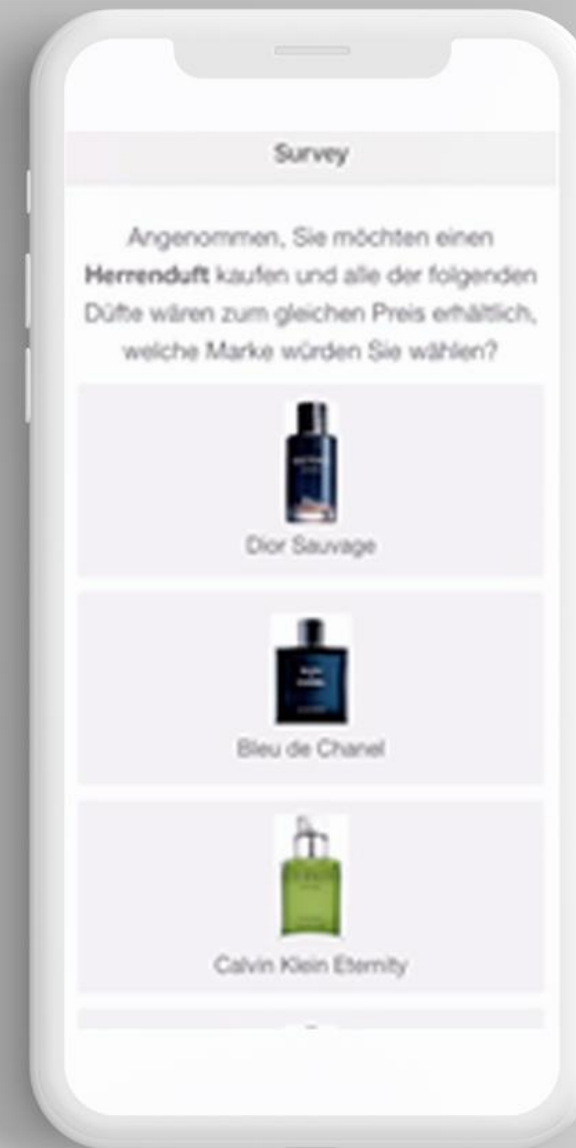presented by
SCREENFORCE

Advertising Decay

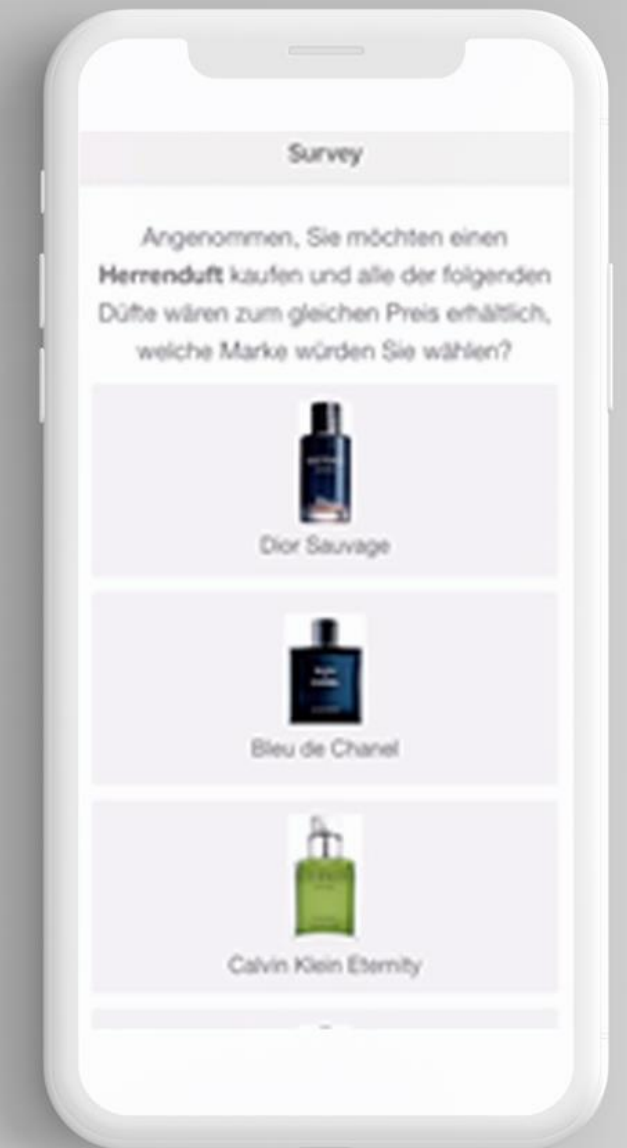The rate at which advertising erodes overtime.

Advertising decay collection

Day 1
View and Choice

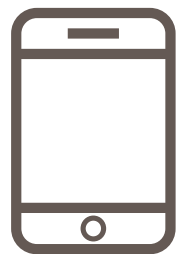**Same People**
14 Day Choice
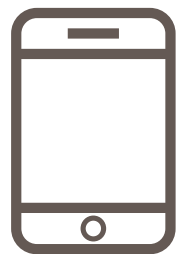
Same People
28 Day Choice

A reminder of our starting point …

STAS Index	🖥	📱
TV	129	-
BVOD	-	138
YouTube	-	112
Instagram	-	105
Facebook	-	100

Impact is greatest immediately following exposure, but theoretically should decline as time passes.

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And it does, advertising decays as expected, on all platforms

STAS

140 — 138
135
130 — 129
125
120
115 — 112 ... 115 / 114
110
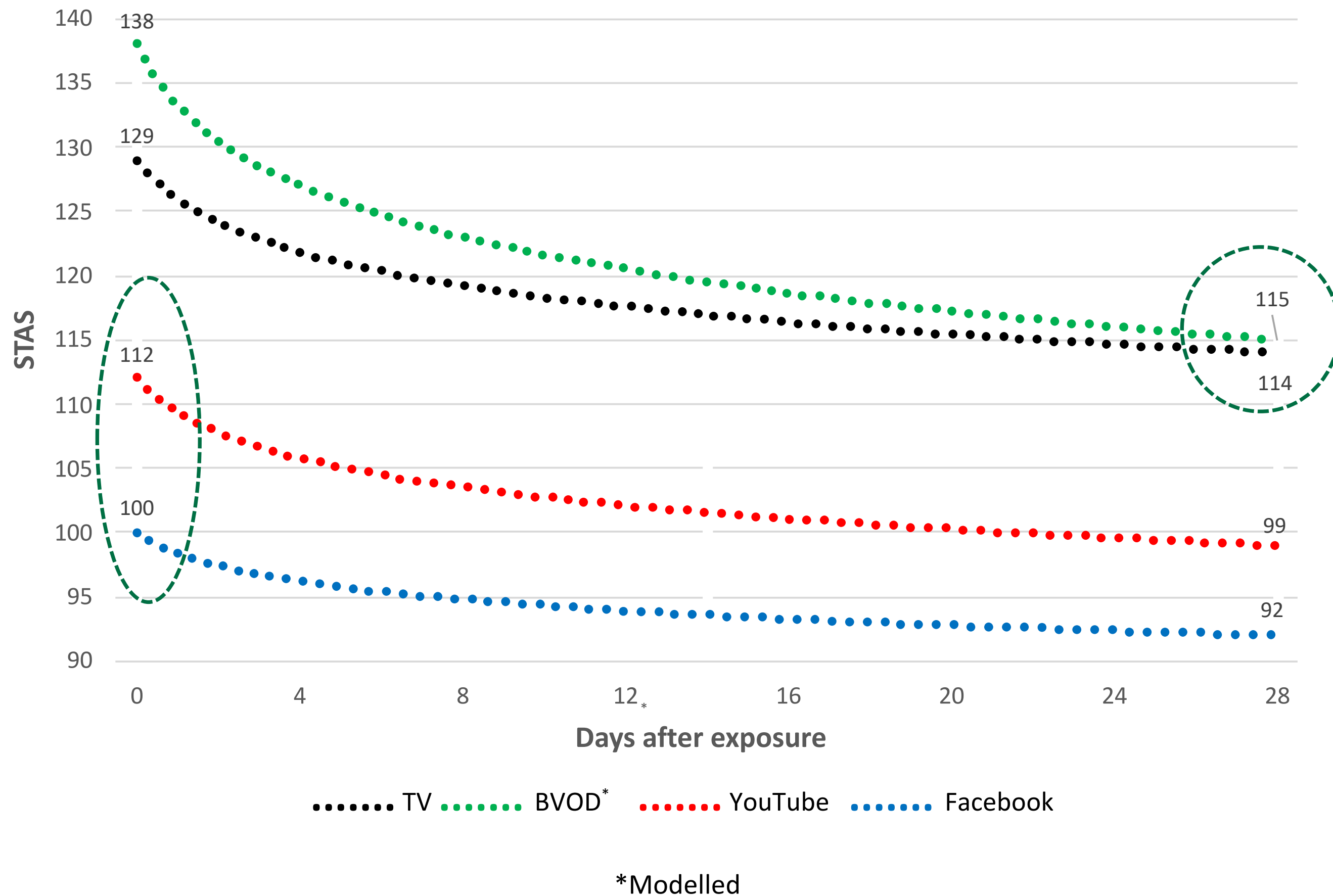105
100 — 100
95
90 — 99 / 92

0   4   8   12*   16   20   24   28

Days after exposure

······ TV   ······ BVOD*   ······ YouTube   ······ Facebook

*Modelled

While the pattern is the same for all platforms, TV stays in memory for longer.

TV ad retention generates a greater impact at 28 days than either Facebook or YouTube do **immediately after exposure**.

Length of time that a TV ad impacts sales far exceeds that of YouTube and Facebook
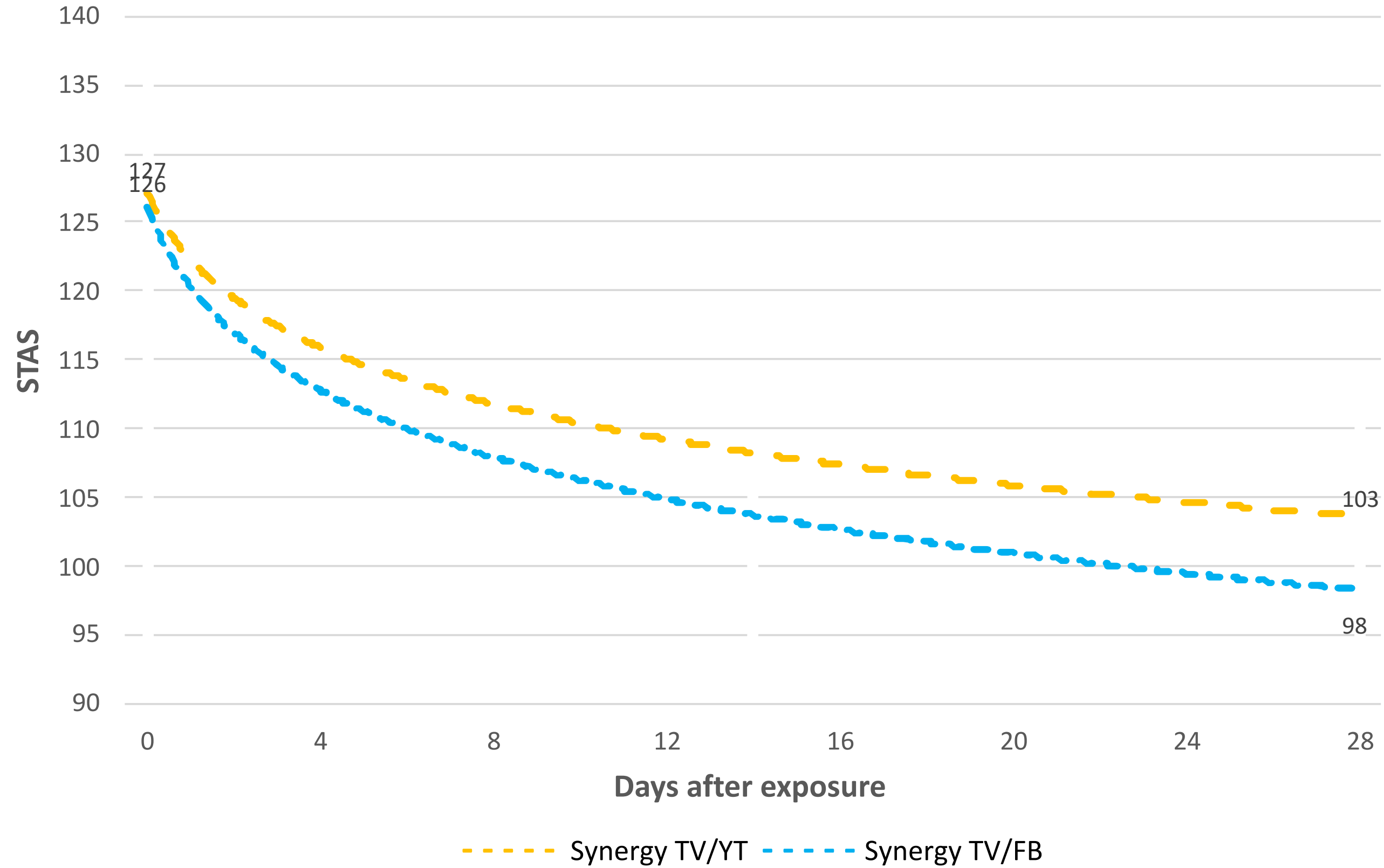
Group	Initial STAS	28-day STAS	# days until no more impact
TV	129	114	**78**
BVOD*	138	115	**47**
YouTube	112	99	**16**
Facebook	100	92	**-**

*Modelled

TV takes **5x** longer for memory to decay to zero impact than YT.
FB impressions don't make it to memory (day 1 at baseline).

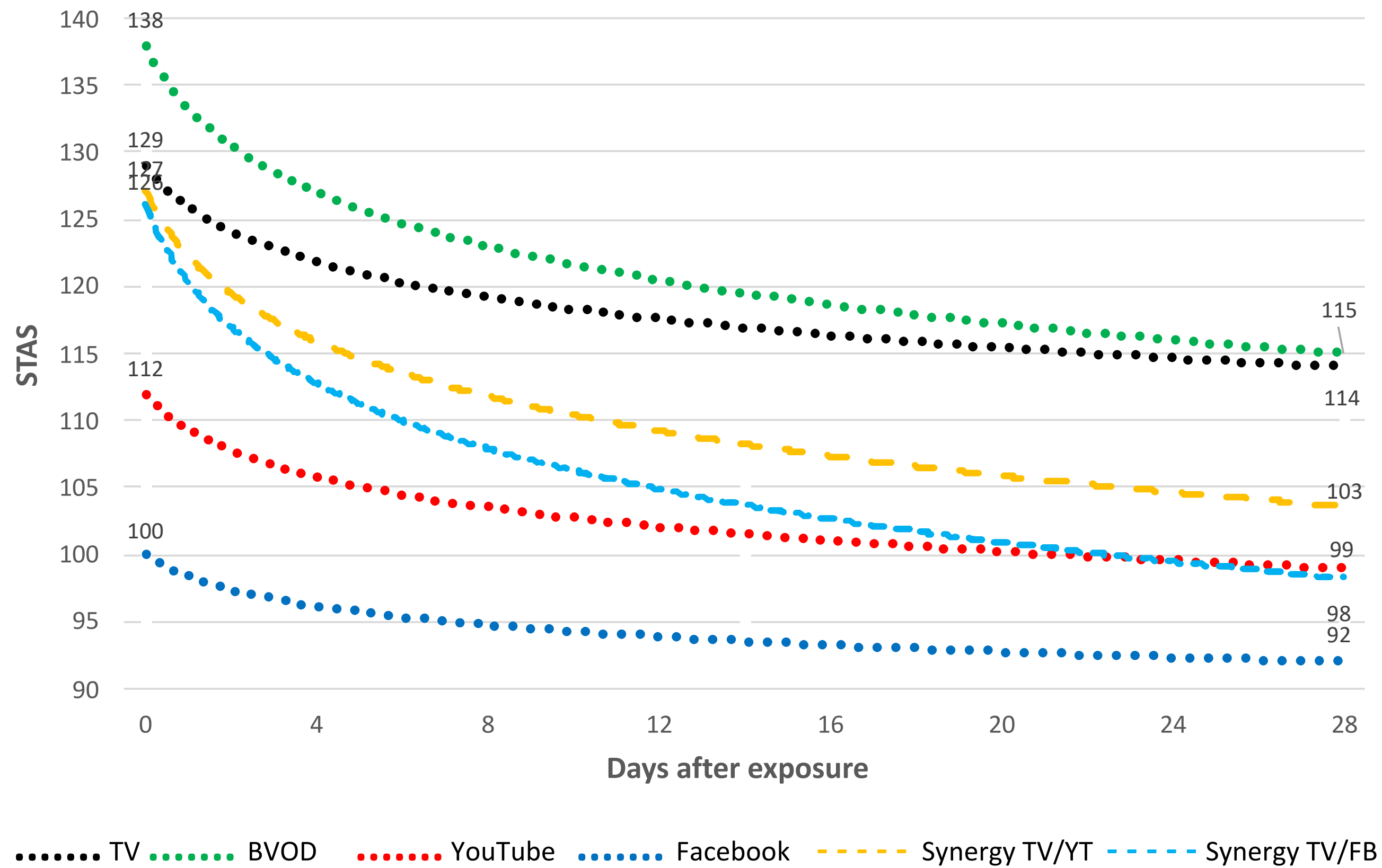presented by
SCREENFORCE

Adding in Synergy groups

Same decay pattern as other impressions...

Adding in Synergy groups

But benefit of synergy means YouTube and Facebook can leverage off of TV's lasting impression (just not the other way around).

Synergy drives longer decay than FB and YT alone, but not TV

Group	Initial STAS	28-day STAS	# days until no more impact
TV	129	114	78
BVOD*	138	115	47
TV and YouTube	127	109	46
TV and Facebook	126	98	38
YouTube	112	99	16
Facebook	100	92	-

*Modelled

For YT this means **3x** longer in memory when partnering with TV
An even bigger advantage for FB.

Learning

But TV acting alone still has the greatest impact on memory.
Period.

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