

Smart Versioning

Haworth / Reelz

Keeping it Fresh: Reelz Raises Dwell 2x with Smart Versioning

Overview

ReelzChannel® cable television network is a place where true movie fans can find all the latest movie news and information in a fun, entertaining and video-centric format. Its companion website ReelzChannel.com provides fans with up-to-the-minute movie news and reviews; detailed information about their favorites; in-depth interviews with Hollywood's brightest stars; behind-the-scenes clips and the latest movie trailers. ReelzChannel.com also provides a distinctive cross-promotion platform for studios and other promotional partners.

At Oscar time, to increase brand awareness for the ReelzChannel television network and website, the entertainment channel looked for ways to leverage the tremendous amount of video content that the television network produced each week.

Goals

- Generate audience attention
- Increase site traffic
- Build the ReelzChannel brand

Strategy

- Drive interest and relevance with frequent updates of ads including fresh video content
- Develop weekly updates of video ads
- Update video links and text in the ads

Earlier Tactics

- Before introducing Smart Versioning, two separate XML feeds were manually maintained, one for the video, one for text.
- Production required a week's worth of work from an experienced developer to build and test XML feeds.

Campaign Details

Advertiser: Reelz

Media Agency: Haworth

Creative Shop: Reelz Channel

Interactive Feature: Smart Versioning

Boost relevancy with message freshness

The image shows a screenshot of the Smart Versioning configuration interface. At the top, there are tabs for 'General', 'Ad Format', 'Additional Assets', 'Positioning', 'Actions and Tracking', 'Filters', and 'Smart Versioning'. Below these is a table with columns for 'Name' and 'Value'. The table contains the following entries:

Name	Value
Text on Panel	Marsa Tomei Interview
Text on Banner	Marsa Tomei Interview
externalVideoBanner	http://cache.reelzchannel.com/assets/content/clips/3843_clip.flv
externalVideoURL	http://cache.reelzchannel.com/assets/content/clips/3837_clip.flv

Below the table, there is a 'Preview' window showing a live banner ad. The banner ad features the text 'AWARDS WATCH Your #1 Destination for Everything Awards.' and a video player showing a woman. The banner is titled 'Marsa Tomei Interview'.

Three numbered callouts are present:

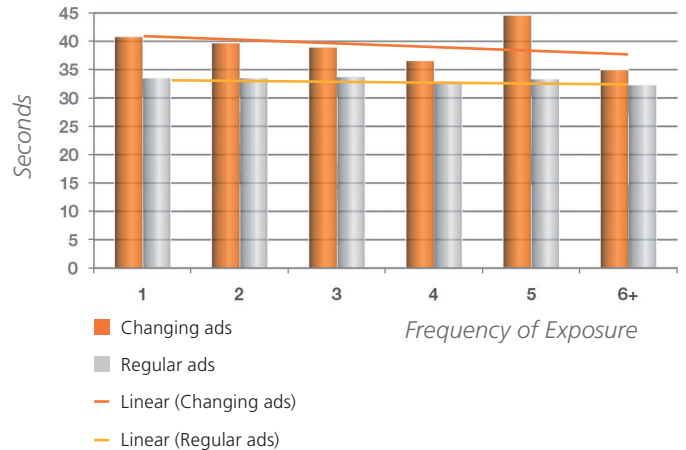
1. Add fresh content by swapping dynamic assets with easy-to use interface.
2. Immediately see changes to the updated banner in the preview window. Hit SAVE to push live.
3. The updated ad is live without re-traffic.

- Error-prone process of updating the content on the fly would also require an experienced developer and setup time to make changes to the XML file, paying special attention to making sure fonts/characters were not damaged.
- Six different sizes over 38 placements meant weekly updates of 228 separate ads taking several hours to complete.

Smart Versioning

- After the ads were produced in the usual manner, the following elements were added using the Smart Versioning one time set-up:
 - Dynamic text field
 - Dynamic URL for the video assets
 - For ongoing changes, text, video and URL feeds are changed without coding XML or touching Flash
- Any number of ads can be updated in a single operation
- One master ad is used in six different sizes

Average Dwell Time



Results

The new process was so easy that ReelzChannel chose to make changes every couple of days, and on one occasion, three days in a row. This resulted in fresh brand perception and increased relevance.

The campaign outperformed vertical benchmarks by over **200%** in Dwell Rate⁽¹⁾.

In an apples to apples comparison to static ads in the same campaign, multi-versioned ads outperformed in Interaction, Dwell Time, Expansion, and Video Started rates⁽²⁾.

With Smart Versioning's easy interface, weekly updates were handled by an inexperienced user at the creative shop in mere minutes, not hours.

Using Smart Versioning, the master ads took a few hours for a Flash designer, not developer, to build, QA and run.

(1) Reelz Dwell Rate:10.35% compared to the entertainment vertical benchmark: 4.87%

(2) IR, Expansion rate and Video started rate compared assuming ads setup is identical

“ We are always looking for ways to boost the relevancy of our campaigns, and Smart Versioning makes that possible. The ability to quickly produce multiple creative versions and make changes on the fly drives better results and saves us time and money, improving our ROI. ”

Chris Kerrigan | Vice President of Marketing at ReelzChannel