

Experiment:

Are high school students more likely to click a pre-roll or mid-roll YouTube video ad?

Audience:

- High School Students
- Geo/other factors to be determined by partner

Campaign Size:

Minimum Impressions: 100K
Desired Impressions: 150K+

Experiment Details:

An identical video ad will be served to high school students within a specified geographic area. Impressions will be split between pre-roll and mid-roll delivery.

Primary goal of experiment is to determine which ad delivery generates a higher click-thru rate (CTR).

Additional Analysis:

- Compare males/females
- Compare differences of desktop/mobile
- Compare other analytics KPIs, such as:
 - Time spent on site
 - Bounce rate
 - Conversion rate (if applicable)
 - Pages viewed

Research Investment:

Current Rekrewt Customer:
\$799

All Others:
\$999

Reserve this experiment today! Email zach@rekrewt.com