

# What Came Before vs. Farm To Fridge (and other videos) - efficacy in online advertising

## Background

In January of 2013, Farm Sanctuary and The Humane League ran a series of online ads which split-tested the impact of using the "What Came Before" video or the "Farm To Fridge" video with online advertisements - predominantly Facebook Ads, but a sampling of BlogAds ads as well. For Facebook Ads, identical ads targeted identical audiences, with one ad directing visitors to a webpage feature the WCB video and another directing visitors to a webpage featuring the FTF video. Both webpages were identical, only the videos shown differed. For Farm Sanctuary, there were four Facebook Ads tested which generated ad traffic (4 x 2 versions = 8 ads total) , and 9 BlogAds. For The Humane League, there were two Facebook Ads tested which generated ad traffic. Unlike Farm Sanctuary, The Humane League created four versions of each ad: one showing WCB, one showing FTF, one showing Meet Your Meat, and one showing Ten Billion Lives (2 ads x 4 versions = 8 ads total). Because only The Humane League tested those versions, at this point there is a much smaller sample size of MYM and TBL viewers compared to the other two videos.

All videos show cruelty done to farm animals, and encourage viewers to move towards vegan eating. WCB, FTF, and MYM are between 9 and 13 minutes, TBL is 4 minutes.

The best measure of video impact immediately available is what percentage of visitors were inspired enough by the video to order a Vegetarian Starter Pack/ Guide To Meat-Free Meals. Using Google Analytics, we measured what percentage of ad-originating visitors (those who came to the site because they clicked on an ad) were inspired enough to click to order a Guide. This does not necessarily reflect the actual amount of dietary change each video inspired; for example, one video may generate twice as many clicks for Guides but have only a small portion of orderers actually change their diet in a meaningful way. Another video may generate less clicks for Guides but have far more people change their diet in a meaningful way. The only way to measure this is through follow-up surveying on actual data change, which we hope to carry out in the future. Nevertheless, analyzing what percentage of video viewers are inspired enough to order a Guide provides useful information as to which video is most likely to inspire people to change their diet in some way, and is the best source of information on video efficacy until another study with surviving on diet change is carried out.

There are three sets of comparisons that were carried out: Farm Sanctuary's Facebook Ads (which targetted only women 13-25), The Humane League's Facebook Ads (which only targetted women 13-25), and Farm Sanctuary's BlogAds (which did not target a specific audience, although viewers of the ads skew younger and female) The following are the results of each set of comparisons, followed by an overall comparison of each video for the Facebook Ads.

Note: the number of Ad Clicks (visitors) Facebook reports often differs from the number of visitors (clicks) Google Analytics reports, as shown below. In analyzing videos, we tested whether using Facebook Click data or Analytic Click data led to different results in terms of what percentage of visitors ordered a Guide. Differences were significant (as shown below) though they did not impact the relative effectiveness of each video in comparsion to others. Therefore, we have shown both sets of percentages below but, for simplicity's sake, highleted just one set of comparisons, those determined by clicks as measured by Google Analytics.

## Overall Comparisons

### Farm To Fridge vs. What Came Before Comparison, All Six Facebook Ads (all viewers women, 13-25)

Video	FB Clicks	AnalyticsClic	Time Watched	Bounce	Guide Clicks	% Order Guide (AnalyticsClicks)	% Order MFMG (FBClicks)
Farm To Fridge	10132	9191	6:13	89%	151	1.64%	1.49%
What Came Before	63254	58176	6:45	89%	1626	2.79%	2.57%

### FTF vs. WCB vs. TBL vs. MYM Comparision, Two Facebook Ads (all viewers women, 13-25)

*\*Only The Humane League's Facebook Ads can be used here, since those are the only ads for which the videos were shown to identical audiences across all four videos*

Video	FB Clicks	AnalyticsClick	Time Watched	Bounce	Guide Clicks	% Order Guide (AnalyticsClicks)	% Order MFMG (FBClicks)
Farm To Fridge	1746	1184	5:07	89%	16	1.35%	0.92%
What Came Before	12686	7685	4:04	87%	288	3.75%	2.27%
Ten Billion Lives	3205	2191	3:05	88%	52	2.37%	1.62%
Meet Your Meat	1500	939	3:28	90%	19	2.02%	1.27%

### Farm To Fridge vs. What Came Before, Nine BlogAds Ads (no specific audience, but skews younger and female)

Video	-	AnalyticsClick	Time Watched	Bounce	Guide Clicks	% Order Guide (AnalyticsClicks)	-
Farm To Fridge		5069	4:32	89%	67	1.32%	
What Came Before		5105	4:45	89%	86	1.68%	

### Notes and Results

The most robust Facebook comparison is between What Came Before and Farm To Fridge, each of which involved six different ads ( 6 x 2 = 12 ads total), and a minimum of 9,000 viewers of each video. The BlogAds ad comparison is also robust, with both WCB and FTF being shown across 9 different ads ( 9 x 2 = 18 ads total), and a minimum of 5,000 viewers of each video. The Facebook comparison of FTF vs WCB vs. TBL vs MYM is less robust because there are lower numbers of respondents and only two ad versions (2 ads x 4 videos = 8 ads total), though there are still a minimum of 930 viewers for each video.

In the robust Facebook comparison, What Came Before viewers were 70% more likely to be inspired to order a guide than viewers of Farm To Fridge.

In the smaller Facebook comparison, What Came Before viewers were almost 60% more likely to be inspired to order a guide than viewers of the second highest video, Ten Billion Lives.

In the robust BlogAds comparison, What Came Before viewers were 27% more likely to be inspired to order a guide than viewers of Farm To Fridge

It is also worth noting that for every single Facebook ad-on-ad comparison, What Came Before performed better than every other video (details below).

For BlogAds ad-on-ad comparisons, What Came Before performed better than Farm To Fridge on a majority of ads but not all ads (details below).

Additionally, it should be noted that What Came Before features a prompt within the video itself to click on the video to order a vegetarian starter guide. Any viewers who followed the prompt and clicked on the video were not counted in this study. Therefore, the What Came Before video probably performed even better than the results here suggest, since at least some of those individuals who did click to order a vegetarian starter guide were not able to be counted.

## Detailed Ad Versus Ad Comparisons

### Farm Sanctuary Facebook Ads (all young women, 13-25)

Farm to Fridge - Facebook Comparisons	FB Clicks	AnalyticsClick	Time Watched	Bounce	Meat Free Guide Clicks	% Order MFMG (AnalyticsClicks]	% Order VSK (FBClicks)
http://www.whatcamebefore.com/frankiero2.php -	624	464	3:25	90%	2	0.43%	0.32%
http://www.whatcamebefore.com/cry3.php - Ad	4512	4482	5:55	89%	78	1.74%	1.73%
http://www.whatcamebefore.com/artists3.php - Ad	3136	2990	7:42	90%	55	1.84%	1.75%
http://www.whatcamebefore.com/surfing2.php - Ad	114	71	0:24	92%	0	0.00%	0.00%
<b>FTF Total</b>	<b>8386</b>	<b>8007</b>	<b>6:23</b>	<b>89%</b>	<b>135</b>	<b>1.69%</b>	<b>1.61%</b>

6:23 average viewing time, non-bouncers

1.69% of visitors click to order a Guide

What Came Before - Facebook Comparisons	FB Clicks	AnalyticsClic	Time Watched	Bounce	Meat Free Guide Clicks	% Order MFMG (AnalyticsClicks]	% Order VSK (FBClicks)
http://www.whatcamebefore.com/frankiero.php - A	610	490	4:47	88%	6	1.22%	0.98%
http://www.whatcamebefore.com/cry.php - Ad	38153	38414	7:00	89%	1025	2.67%	2.69%
http://www.whatcamebefore.com/artists2.php - Ad	11461	11,362	7:55	89%	306	2.69%	2.67%
http://www.whatcamebefore.com/surfing.php - Ad	344	225	0:51	93%	1	0.44%	0.29%
<b>WCB Total</b>	<b>50568</b>	<b>50491</b>	<b>7:09</b>	<b>89%</b>	<b>1338</b>	<b>2.65%</b>	<b>2.65%</b>

7:09 average viewing time, non-bouncers

2.65% of visitors click to order a Guide

### The Humane League Facebook Ads (all young women, 13-25)

Farm To Fridge - Facebook Comparisons	FB Clicks	AnalyticsClic	Time Watched	Bounce Rate	Veg Starter Guide Clicks	% Order VSK (AnalyticsClicks)	% Order VSK (FBClicks)
Phoebe Tonkin 1	1385	876	4:24	89%	11	1.26%	0.79%
Serj Tankian / System of a Down 1	361	308	7:10	89%	5	1.62%	1.39%
<b>FTF Total</b>	<b>1746</b>	<b>1184</b>	<b>5:07</b>	<b>89%</b>	<b>16</b>	<b>1.35%</b>	<b>0.92%</b>

5:07 average viewing time, non-bouncers

1.35% of visitors click to order a Guide

What Came Before - Facebook Comparisons	FB Clicks	AnalyticsClic	Time Watched	Bounce Rate	Veg Starter Guide Clicks	% Order VSK (AnalyticsClicks)	% Order VSK (FBClicks)
Phoebe Tonkin 2	12058	7150	4:04	87%	269	3.76%	2.23%
Serj Tankian / System of a Down 2	628	535	3:59	88%	19	3.55%	3.03%
<b>WCB Total</b>	<b>12686</b>	<b>7685</b>	<b>4:04</b>	<b>87%</b>	<b>288</b>	<b>3.75%</b>	<b>2.27%</b>

4:04 average viewing time, non-bouncers

3.75% of visitors click to order a Guide

Ten Billion Lives - Facebook Comparisons	FB Clicks	AnalyticsClic	Time Watched	Bounce Rate	Veg Starter Guide Clicks	% Order VSK (AnalyticsClicks)	% Order VSK (FBClicks)
Phoebe Tonkin 3	2866	1905	3:04	87%	50	2.62%	1.74%
Serj Tankian / System of a Down 3	339	286	3:11	91%	2	0.70%	0.59%
<b>TBL Total</b>	<b>3205</b>	<b>2191</b>	<b>3:05</b>	<b>88%</b>	<b>52</b>	<b>2.37%</b>	<b>1.62%</b>

3:05 average viewing time, non-bouncers

2.37% of visitors click to order a Guide

Meet Your Meat - Facebook Comparisons	FB Clicks	AnalyticsClic	Time Watched	Bounce Rate	Veg Starter Guide Clicks	% Order VSK (AnalyticsClicks)	% Order VSK (FBClicks)
Phoebe Tonkin 4	863	373	2:37	91%	5	1.34%	0.58%
Serj Tankian / System of a Down 4	637	566	4:01	89%	14	2.47%	2.20%
<b>MYM Total</b>	<b>1500</b>	<b>939</b>	<b>3:28</b>	<b>90%</b>	<b>19</b>	<b>2.02%</b>	<b>1.27%</b>

3:28 average viewing time, non-bouncers

2.02% of visitors click to order a Guide

### Farm Sanctuary BlogAds Ads (no specific audience, but skews younger and female)

Farm To Fridge - Blog Ads Comparison	-	AnalyticsClic	Time Watched	Bounce	Meat Free Guide Clicks	% Order MFMG (AnalyticsClicks]-
Blalock Indie 2	-	79	3:18	84%	1	1.27%
New Civil Rights 2	-	182	5:19	89%	2	1.10%
Cute Overload 2	-	1,322	4:08	88%	16	1.21%

Celebrity Dirty Laundry 2	1,194	8:18	88%	9	0.75%
Lovin from the Oven 2	67	9:16	86%	0	0.00%
The Evil Beet 2	756	4:28	89%	11	1.46%
A Naked guy 2	434	1:17	89%	7	1.61%
Hot Sexy Scenes 2	600	2:13	90%	16	2.67%
Popoholic 2	435	2:43	91%	5	1.15%
<b>FTF Total</b>	<b>5069</b>	<b>4:32</b>	<b>89%</b>	<b>67</b>	<b>1.32%</b>
		<b>4:32 average viewing time, non-bouncers</b>		<b>1.32% of visitors click to order a Guide</b>	

<b>What Came Before - Blog Ads Comparison</b>	-	<b>AnalyticsClic</b>	<b>Time Watched</b>	<b>Bounce</b>	<b>Meat Free Guide Clicks</b>	<b>% Order MFMG (AnalyticsClicks)</b>
Blalock's Indie/Rock Playlist		107	3:14	88%	0	0.00%
The New Civil Rights Movement		159	9:02	85%	4	2.52%
Cute Overload		1,492	4:41	90%	23	1.54%
Celebrity Dirty Laundry		1,077	7:06	89%	24	2.23%
Lovin from the Oven		56	2:42	94%	0	0.00%
The Evil Beet		773	4:04	88%	17	2.20%
A Naked Guy		375	4:51	91%	7	1.87%
Hot Sexy Scenes		653	3:04	86%	6	0.92%
Popoholic		413	1:56	91%	5	1.21%
<b>WCB Total</b>		<b>5105</b>	<b>4:45</b>	<b>89%</b>	<b>86</b>	<b>1.68%</b>
			<b>4:45 average viewing time, non-bouncers</b>		<b>1.68% of visitors click to order a Guide</b>	