

ECSM

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Pedagogical University Of Cracow*

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**THE IMPACT OF MUSIC ON THE EFFECTIVENESS
OF FACEBOOK ADS**

.....
Facebook Ads Manager
is currently one of the
most popular digital
advertising management
tool next to Google Ads.

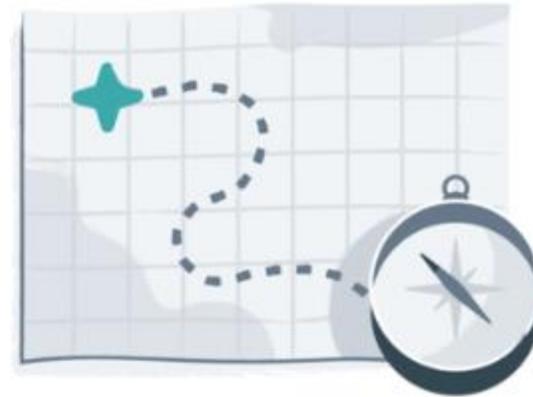
The effectiveness of
a scheduled advertising
campaign is influenced
by many factors.



Factor 1: Advertising goal

Choose a campaign objective

-  Awareness
-  Traffic
-  Engagement
-  Leads
-  App promotion



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Factor 2: The scope of the target group

Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▾

Custom Audiences

Create new ▾

🔍 Search existing audiences

Exclude

Locations

Location:
• Poland

Age

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviours

Factor 3: Budget (daily or lifetime)

Campaign budget optimisation

On

Campaign budget optimisation will distribute your budget across ad sets to get more results depending on your delivery optimisation choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily budget ▼

zł20.00

PLN

Actual amount spent per day may vary. [i](#)

[i](#) Bid strategy options have changed [×](#)

We renamed our bid strategy options to make them easier to understand and compare.

[Learn more](#)

Campaign bid strategy

Highest volume

[Show more options](#) ▼

Factor 4: Schedule

Budget & schedule

Schedule ⓘ

Start date

11/5/2022

🕒 10:30

Pacific Time

End · Optional

Set an end date

dd/mm/yyyy

🕒 h:m

Pacific Time

[Hide options](#) ▾

Ad set spend limits · Optional

None added

Factor 5: Ad placements

Placements

[Learn more](#)

- Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

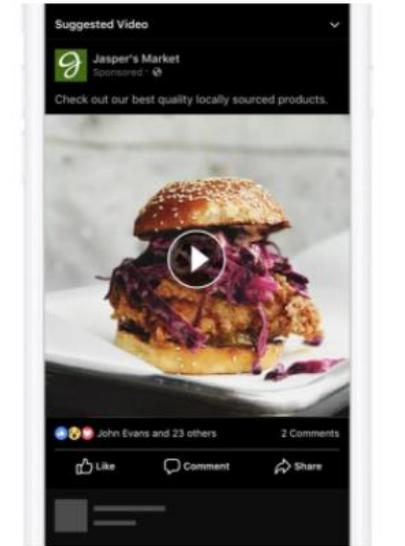
Platforms

- Facebook Instagram
- Audience Network Messenger

Asset customisation

Select all placements that support asset customisation

▼ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook video feeds	<input checked="" type="checkbox"/>
Facebook right column	<input type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Instagram Shop	<input type="checkbox"/>
Messenger inbox	<input type="checkbox"/>
Facebook groups feed	<input checked="" type="checkbox"/>
▼ Stories and Reels	<input type="checkbox"/>
Tell a rich, visual story with immersive, full-screen vertical ads	
Instagram Stories	<input checked="" type="checkbox"/>
Facebook Stories	<input checked="" type="checkbox"/>



Facebook video feeds

We recommend **square (1:1)** images and **vertical (4:5)** videos.

Ads can appear in feeds of video-only content across Facebook, including Facebook Watch. [Learn more](#).

Factor 6: Optimization for ad delivery

Optimisation and delivery ★ See what's new

Optimisation for ad delivery

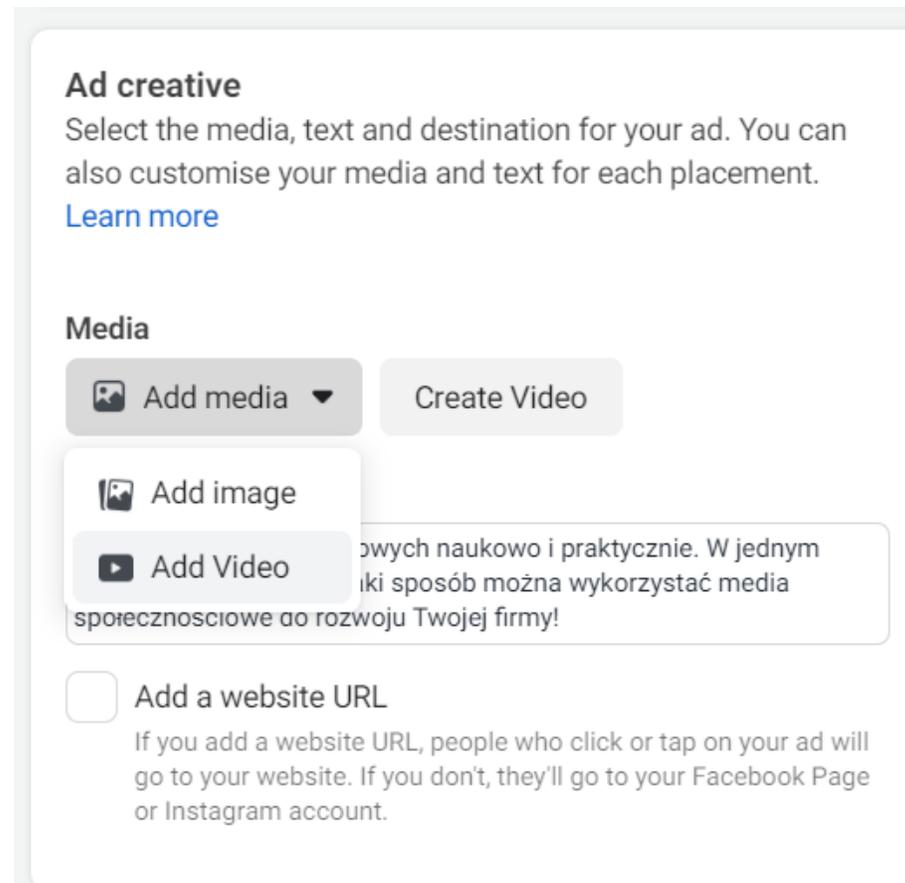
Reach ▾

- Reach**
We'll serve your ads to the maximum number of people.
- Impressions**
We'll deliver your ads to people as many times as possible.
- Ad recall lift**
We'll serve your ads to maximise the total number of people who will remember seeing your ads.
- ThruPlay**
We'll deliver your ads to help you get the most completed video plays if the video is 15 seconds or shorter. For longer

section of your audience.

most 1,000 impressions using the

Factor 7: Ad creative – media (video, graphics), text and destination for an ad (landing page)



Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement.
[Learn more](#)

Media

Add a website URL
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

owych naukowo i praktycznie. W jednym
ki sposób można wykorzystać media
społecznościowe do rozwoju Twojej firmy!

Factor 8: Music in a video ad??



METHODOLOGY



Research goal

The aim of the research is to determine the impact of music on the effectiveness of video Facebook ad.



Research questions



Q1: What is the range, impressions, post engagement and frequency....



Q2: What are the cost metrics (i.e. clicks, CPC, CTR, CPM, cost per result)....



Q3: What are the video plays metrics (i.e. ThruPlays, Video plays at 25% / 50% / 75% / 95% / 100%, video average play time)....



Q4: What are the video plays cost metrics (i.e. cost per ThruPlay, Cost per 2-second continuous video play, cost per video plays)....

...of the video Facebook ads that differ only in the music or the lack of it and timed or not to the beat of the video?



METHODOLOGY



Hypothesis

- ✓ Music or the lack of it in the ad, its type and timing (or not) with the beat of the ad's video **have an impact on the effectiveness of the video Facebook ads.**
- ✓ It affects, among others on the reach metric, impressions, post engagement, number of clicks on the ad, cost of clicks, click rate, video plays and video plays costs.



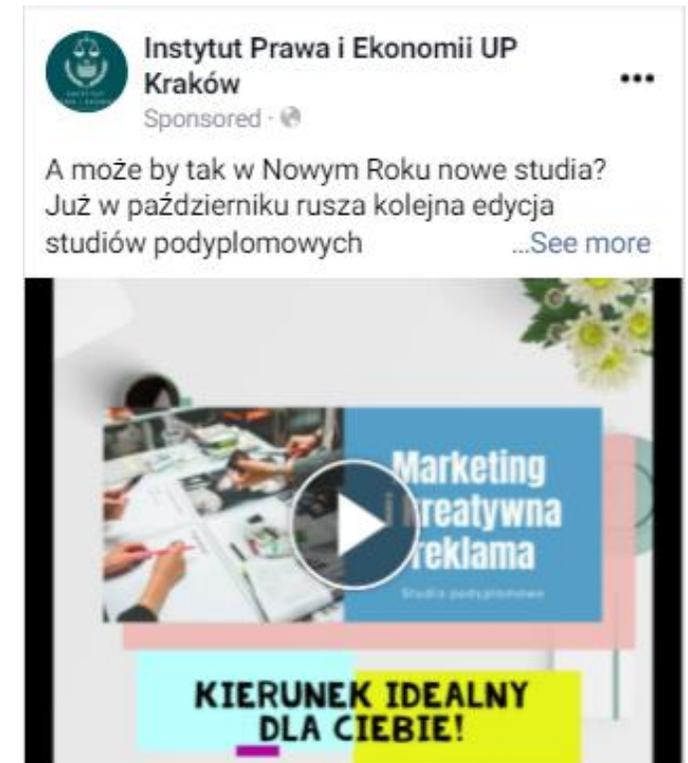
METHODOLOGY



Research method

Test of four advertising campaigns was used. The Facebook Ads Manager was used as the research tool.

- ✓ 4 ads were tested, each with the same settings and the same creation (form, content, appearance).
- ✓ The advertisements were in the form of video.
- ✓ Their content concerned the field of study (encouraged to undertake postgraduate studies at Pedagogical University in Krakow).
- ✓ The video consisted of several slides with dynamic inscriptions advertising the studio (e.g. "Professional staff of practitioners", "Friendly atmosphere", etc.) and photos.
- ✓ Content of the ads was in Polish.
- ✓ **The ads were legible and understandable also without music sound.**



METHODOLOGY



Research method



4 tested advertisements differed only in the music (or lack of it).

1. WM - Ad without music
2. RTM - Ad with rock music timed with the beat of the video
3. RNTM - Ad with rock music not timed with the beat of the video
4. CM - Ad with calm music timed with the beat of the video

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A może by tak w Nowym Roku nowe studia?
Już w październiku rusza kolejna edycja
studiów podyplomowych ...See more

Marketing
kreatywna
reklama
Studia podyplomowe

**KIERUNEK IDEALNY
DLA CIEBIE!**

FINDINGS



Q1: What is the range, impressions, post engagement and frequency of the video Facebook ads that differ only in the music or the lack of it, timed or not to the beat of the video, matched or not to the dynamics of the video?

Table 1: Results of the test ad campaigns

Type of ad	Results (ThruPlays)	Result rate [%]	Reach	Impressions	Post engagement	Frequency
WM	308	21.36	1,042	1,442	499	1.38
RTM	256	33.95	575	754	346	1.31
RNTM	287	37.37	575	768	400	1.34
CM	282	39.89	520	707	366	1.36

Source: own.

Facebook video ad without music reaches almost twice as many audience, and generates almost twice as many impressions than video ads with music.

Q2: What are the cost metrics (i.e. clicks, CPC, CTR, CPM, cost per result) of the video Facebook ads that differ only in the music or the lack of it, timed or not to the beat of the video, matched or not to the dynamics of the video?

Table 2: Cost metrics of the test ad campaigns

Type of ad	Clicks (all)	CPC (All) [PLN]	CTR (All) [%]	CPM (cost per 1,000 impressions) [PLN]	Cost per result (Cost per <u>ThruPlay</u>) [PLN]
WM	2	13.94	0.14	19.33	0.09
RTM	1	17.51	0.13	23.22	0.07
RNTM	3	5.88	0.39	22.98	0.06
CM	-	-	-	25.12	0.06

Source: own.

Facebook video ad without music generates the biggest Cost per result. Rock music timed with the beat of the video ad generates the biggest CPC. Calm music ad generates the biggest CPM and without music ads – the lowest.

Q3: What are the video plays metrics (i.e. ThruPlays, Video plays at 25% / 50% / 75% / 95% / 100%, video average play time) of the video Facebook ads that differ only in the music or the lack of it, timed or not to the beat of the video, matched or not to the dynamics of the video?

Table 3: Video plays metrics of the test ad campaigns

Type of ad	<u>ThruPlays</u>	Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%	Video plays at 100%	Video average play time
WM	308	441	354	327	318	291	00:06
RTM	256	321	286	267	256	255	00:08
RNTM	287	369	321	303	286	262	00:09
CM	282	339	307	292	278	255	00:14

Source: own.

Without music video ad had the most longest views (and the longer the video was watched by the user, the more engagement it generated)

Q4: What are the video plays cost metrics (i.e. cost per ThruPlay, Cost per 2-second continuous video play, cost per video plays) of the video Facebook ads that differ only in the music or the lack of it, timed or not to the beat of the video, matched or not to the dynamics of the video?

Table 4: Video plays cost metrics of the test ad campaigns

Type of ad	<u>ThruPlays</u>	Unique 2-second video plays	3-second video plays	Cost per <u>ThruPlay</u> [PLN]	Cost per 2-second continuous video play [PLN]	Cost per 3-second video plays [PLN]
WM	308	352	499	0.09	0.06	0.06
RTM	256	233	346	0.07	0.05	0.05
RNTM	287	252	400	0.06	0.05	0.04
CM	282	244	366	0.06	0.05	0.05

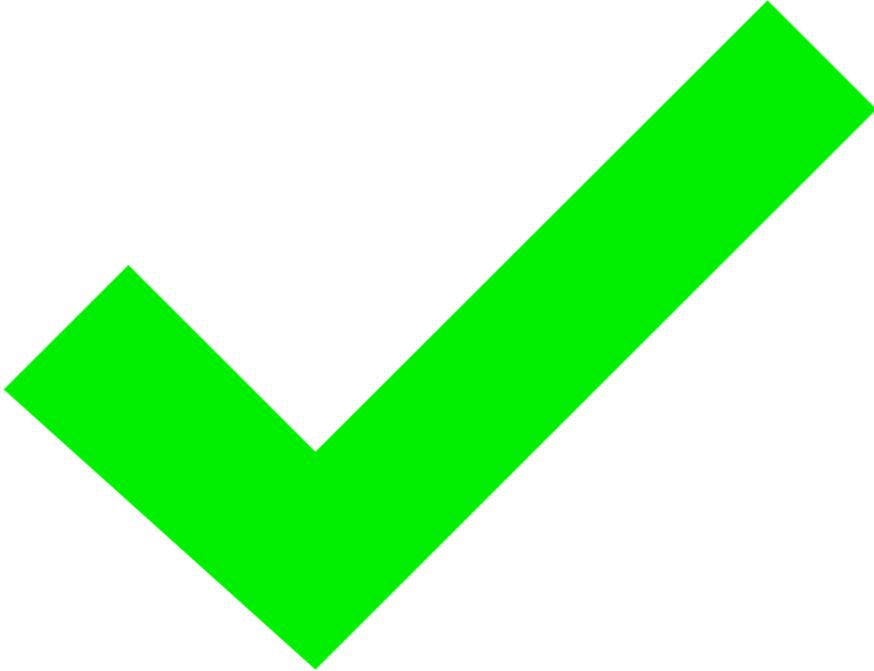
Source: own.

Video plays cost metrics were highest with video without music.

CONCLUSIONS



- 
- Facebook video ad without music reaches almost twice as many audience, and generates almost twice as many impressions than video ads with music;
 - Without music ad has the lowest CPM
 - Video plays cost metrics in the case of without music ad is slightly higher than the costs of other advertisements
 - The type of music also matters
 - Timing to the beat of ad's video also seems to have an impact on ad performance in terms of click cost and click percentage (ad not timed to the beat of video ad had better results).



The hypothesis was confirmed.

Music or the lack of it in the ad, its type and timing (or not) with the beat of the ad's video have an impact on the effectiveness of the Facebook ads. It affects, among others on the reach metric, impressions, post engagement, number of clicks on the ad, cost of clicks, click rate, video plays and video plays costs.

RECOMENDATIONS



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- A large orange triangle is positioned on the left side of the slide, pointing towards the right. It is a solid, bright orange color and occupies the left third of the frame.
- If goal of an video ad is to have the highest reach or impressions as possible, one should keep ad without music sound for better results;
 - If, presumably, the target group often cannot play the sound of video music (e.g. young mothers putting their children to sleep, students during classes, etc.), it is better to prepare an ad without music sound;
 - Message of an video ad should always be understandable without sound (if necessary, the video should have subtitles);
 - As part of the A / B tests, it is worth checking two types of music - calm and dynamic, because depending on the advertising goals, results may differ. The same goes for timing to the beat of video.

Thank you!

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