



# Twentieth Century Fox Home Entertainment generated 4x the qualified leads at less cost using Google Video Ads.

---

“Not only are Google Video Ads significantly less expensive on a CPM (cost per thousand impressions) basis, but also they are much more effective at driving awareness and sales.”

Duncan Plexico  
Executive Director  
Fox Home Entertainment

---

---

## ABOUT GOOGLE VIDEO ADS

---

Click-to-play video ads combine the power of sound and motion with the precision of Google to provide users with a relevant and engaging advertising experience. Video ads join our lineup of text, image, and flash ad formats and will be displayed on sites that are part of the Google network. When a video ad is served to a page, it will be displayed as a static opening image until the user interacts with the ad. Once the user clicks the play button or the opening image, the video will begin playing within the ad space. If the user clicks the display URL at the bottom of the ad, they will automatically be taken to the advertiser's website.

---

To learn more, visit:  
<https://adwords.google.com/select/videoads.html>

---

## Business

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC is the worldwide marketing, sales and distribution company for all Fox film and television programming on VHS and DVD as well as video acquisitions and original productions. Each year the Company introduces hundreds of new and newly enhanced products, which it services to retail outlets – from mass merchants and warehouse clubs to specialty stores and e-commerce – throughout the world.

Maximizing DVD sales is a top priority for Fox Home Entertainment, which is why, upon its release of the DVD version of *The Simple Life 3 – The Interns* (a hit comedy reality TV series starring Paris Hilton and Nicole Richie), Duncan Plexico, Executive Director, Digital Marketing, for Fox Home Entertainment, looked to a number of innovative marketing vehicles to maximize returns.

“As part of ‘Web 2.0,’ consumers expect to be engaged in new ways,” Plexico observes. “We decided to try Google Video Ads as a way to grab consumers’ attention – and we discovered that they really work.”

## Approach

Plexico and his team didn’t abandon traditional media. On the contrary, they integrated TV, print, and outdoor ads with online including Google Video Ads. With a coordinated effort and consistent messaging, the team maximized their sales results.

The Fox team put video ads on relevant pages across seven main sites of the Network that targeted its sweet spot of people age 18 to 34 with disposable income. According to comScore, during this campaign, 34% of visitors to these sites were age 18 to 34 and 59% had household income greater than \$60,000 per year. This is the audience Fox wanted to reach.

## Results

Plexico was immediately impressed with the ability to track and measure their results and adjust video ad campaigns on Google accordingly. “One of the challenges with TV is that there are no definitive numbers,” he says. “With Google Video Ads, we immediately know how well our campaigns are working and can make real-time changes.”

Before long, Plexico’s team also learned that Google Video Ads are effective at driving traffic to such Fox properties as the website for *The Simple Life 3*. Per impressions served, Google Video Ads proved to be the leading traffic generator, outperforming all of the other top search engines and portals. Also, Google Video Ads generated up to four times more qualified leads for a lower total cost. Plexico notes, “We found Google Video Ads to be a much more efficient and effective advertising buy in terms of conversions than other online video advertising options.”

---

“As part of ‘Web 2.0,’ consumers expect to be engaged in new ways,” Plexico observes. “We decided to try Google Video Ads as a way to grab consumers’ attention – and we discovered that they really work.”

Duncan Plexico  
Executive Director  
Fox Home Entertainment

---

The Fox Home Entertainment team also found that Google Video Ads are exceptionally sticky for potential buyers. Early in the sales process, people spent significant time sampling show content online. Plexico says that the video ads provided a unique opportunity to reach the show’s core audience with scenes they had not yet seen, and also to reinforce positive associations about shows already viewed.

And once potential buyers interacted with Google Video Ads, they were more likely to make a purchase. Google Video Ads resulted in higher clickthrough and conversion rates than all other online ads. In fact, Plexico and his team compared Google Video Ads against 15 different web properties – from major portals to niche sites. Google Video Ads generated the most traffic at the least cost. Further, of the total traffic generated, Google provided the best conversion rate to sales.

Analyzing the successful campaign, Plexico says that “among competitors, the Google Video Ads performed best. And overall, Google Video Ads are the least expensive, particularly when you account for the fact that the price of Google Video Ads also includes video serving and hosting. Not only are Google Video Ads significantly less expensive on a CPM (cost per thousand impressions) basis, but also they are much more effective at driving awareness and sales.”

