

Social Media Ads: The Impact of Video Thumbnails on Video Clicks

Research-in-Progress

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Abstract

With the widespread popularity of smartphones, multimedia applications are rapidly evolving. According to Counterpoint's statistics, majority of people spend more than five hours a day on their smartphones and spend 2 hours and 22 minutes on social media and messaging platforms. This high traffic on social media and messaging platforms has attracted the attention of many companies. They extensively use social media and messaging platforms to deliver their ads, especially video ads. It is estimated that video ads industry will increase by double digit percentage every year in the next few years. Consequently, how to be found and clicked among a large number of video ads available on the Internet is also gaining much attention from academia and industry. It is shown that nearly a half of video ads on the Internet are, in fact, never clicked. This study investigates the impact of video thumbnails on video clicks. We find that the chance that a video ad is clicked increases in the similarity between its tags and title and its thumbnail.

Keywords: Video thumbnail, video advertisement, social media