QuickFrame

Video for Performance Marketing

The Ultimate Guide

In a Crowded Market, Video Keeps Growing

Your Ultimate Guide To Driving Conversions with Video

As a performance marketer, you're facing unchartered territory.

New platforms, channels, and competitors are entering the landscape at a record rate. The path to entry for competitor brands has never been easier, and the fight for consumer attention has never been fiercer.

In a flooded market, your target customers face an abundance of choices—and content— on a daily basis. To effectively reach and grow your audience, you need to be publishing a constant stream of smart, targeted video in more places than ever before.

Consistently fresh, on-target video advertising that quickly resonates with your consumers is absolutely critical. To keep up, you've got to juggle content creation, optimization over a growing number of platforms, creative testing, and what your audiences are looking for. Offer a bad experience and one-third of your consumers will leave you hanging. That's a lot.

Seems daunting, right? As a comprehensive solution for your performance video needs, we'll walk you through the basics, teach you a few tricks, and share expert information so you can drive CVR with performance video.

Let's get rolling.

Check out these stats:

- Video will account for 82% of all internet traffic by 2022

- Mobile video consumption increases by 100% every year

- 85% of consumers want to see more video content from brands

- Performance video ads get higher conversion rates[1] than more generic visual advertising because they are tailored to specific customer personas

You'll learn:

- Which formats of performance video work best

- Tips for different types of video content

- How to choose a style

- What the performance video production and testing process looks like

The 4 Performance Video Formats

1. UGC-Style Testimonials: Relatable Content

Strike an instant connection with UGC-Style (User-Generated Content) Testimonials. This format features relatable talent speaking directly to the viewer about your product.

Audiences have become accustomed to seeing friends and influencers talk about brands and products on social media. UGC-Style Testimonials mimic the style of true UGC content, leveraging the familiarity of the format. They are constructed so that it seems like the person shot it themselves, even though a (small) production crew was likely present.

Regardless of whether you choose to use real customers or actors, cast talent that your target audience(s) will relate to. Have them discuss the problem that your product solves for, the benefits they've experienced since starting use, and how other core differentiators led to them abandoning your competitors' products in favor of yours.

Some tips for your UGC-Style Testimonial video:

- Use on-screen talent that your target audience(s) will relate to

- Test different talent demographics and personas relative to your core audience segments

- First-person positioning works well (e.g., "I love this!")

- Use general talking points rather than a formal script to ensure a conversational tone

- Ensure talent actually interacts with the product—think about how you can use all five senses

- Add visual diversity by breaking up shots of testimonial footage with shots of your product

- Combine testimonials with unboxings to put the viewer in the shoes of a purchaser

- Set your video ad in an identifiable and familiar setting where it makes sense for your product to appear

- Don't forget your CTA

A live action UGC-style Testimonial for Each & Every.

Let's talk about my favorite aluminum free deodorant

The 4 Performance Video Formats

2. Product Focus: Spotlight Your Offering

Product Focus videos make your product the hero of the story. This format is particularly versatile as it can vary in depth depending on your objective.

A Product Focus can be educational, taking on a narrative feel that demonstrates your product's utility. Or, it can be a short eye-catching video that makes your product stand out in a crowded content landscape.

No matter the direction you choose to take with your Product Focus video, aim to highlight key value propositions and showcase your product in the best light possible.

Some tips for your Product Focus video:

- Put your product in a familiar, relatable environment

- Think of how you can use props to make connections for your audience

- Make sure to capture footage of your product being used

- Highlight packaging and unboxing for D2C products

- Get as many shots of your product as possible to build your asset library

- If possible, highlight texture or eye-catching point-of-views—make these videos as oddly satisfying as possible

- Use post-production editing techniques to make your product pop

- Combine Product Focus with UGC-Style Testimonial to create a tutorial-style ad

A Product Focus video ad for Hint.

Try delicious fruit-infused water

The 4 Performance Video Formats

3. Lifestyle: Setting the Scene

Achieve an authentic or aspirational environment with a Lifestyle video. This format features on-screen talent interacting with your product in a familiar environment. Unlike in UGC-Style Testimonials, talent does not directly address the camera—instead, on-screen text and/or voiceover is often used to deliver messaging.

Think about the places your product can be featured or used and test them all: indoors vs. outdoors, bathroom vs. bedroom, kitchen vs. living area, etc. The Lifestyle format works best when it's supplemented with other formats in the same ad. Pair Lifestyle shots with UGC-Style Testimonials to communicate authenticity and demonstrate how your product is actually used in everyday life.

Some tips for your Lifestyle video:

- Set the scene in a familiar, relatable environment—the viewer has to be able to see themselves in this setting

- Think about all of the activities your product may be associated with

- Aim for a specific feeling that you want your viewers to have

- Consider your target audience(s) and cast relatable talent

- Consider using identifiable locations if you plan to geo-target

- Use nondescript locations if you are running a nationwide or multi-city campaign

Lifestyle shots quickly associate the product with fitness in this performance video for Gainful.

The 4 Performance Video Formats

### 4. UI Focus: Performance for Tech

If your product is an app or tech offering—or if there is a digital component to your customer experience—showcase it with a UI Focus video. Lead your viewer through product features and communicate your value propositions.

Because some or all of your product experience is intangible, think of ways you can elevate your video to make it stand out. Use motion graphics to call out specific elements of the interface. Think, too, of the holistic experience you offer to your customer. Highlight any customization quizzes, customer service perks, or processes that happen separately from the actual product.

Some tips for your UI Focus video:

- Consider pairing UI Focus footage with a UGC-Style Testimonial or Lifestyle footage to add a relatable aspect to your ad

- Include shots of your product in use on various devices

- Test talent interacting with UI vs. full-screen UI without talent to see which resonates more with your audience

- Make it interactive: challenge the viewer, ask questions, make them think

- Test different CTAs to optimize for conversions

This performance video for Nextdoor pairs app UI shots with Lifestyle footage.
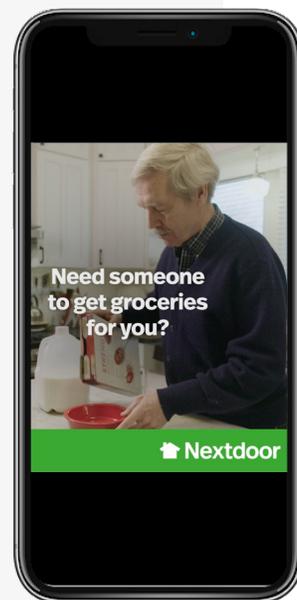
Anatomy of a Performance Video

Using Multiple Formats in a Single Ad

As you've probably gathered by now, it's rare for a single performance ad to stick to one format. The most successful performance videos mix shots from several formats to achieve visual diversity and dynamic positioning.

Let's take a look at one performance video ad to see how it's done.

Video 1
This performance video for Hairstory opens with a UGC-Style Testimonial. The on-screen talent addresses the viewer directly and introduces the problems the product is solving. She continues to narrate the whole ad while on-screen text communicates messaging for audiences viewing the video without sound.

Video 2
A Product Focus unboxing sequence shows what the offering looks like when it arrives at a customer's home.

Video 3
The ad then transitions to a Lifestyle shot that demonstrates the product, a shampoo, being applied in its natural setting—the shower.

Video 4
A Product Focus shot set in a bathroom wraps up the video ad while talent voiceover hammers home core differentiators.

See the whole video here.

Video Production 101

Choosing a Style

Now that you're familiar with how different performance video formats can be leveraged to create various video ads, it's time to get familiar with the styles that work best. There are two paths you can choose from: you can create net new original content or you can repurpose existing assets to create video exclusively using post-production techniques.

Original Video

Starting From Scratch

Live Action

It's exactly what it sounds like—live action videos use live footage. There's a spectrum of polish (and production complexity) when it comes to live action video. On most performance channels, UGC-style live action videos work best when compared to higher polished brand creative because the level of polish associated with UGC-style videos feels more native. Even OTT/CTV—which QuickFrame considers a performance channel—is becoming more hospitable to this style of video. UGC-style live action videos can be very low-lift and sometimes even be shot remotely with a single actor.

Animation

Probably the most flexible style of video production, animation is an incredibly creative tool. With the application of movement to computer-generated or hand-drawn images and designs, you're able to be as simple or imaginative as you want. Animation is a great option for intangible products (such as apps or services), and 3D-animation can be extremely attention-grabbing. Keep in mind that animation often requires longer production timelines and can increase budget depending on complexity.

Video Production 101

Stop-Motion

Stop-motion videos are comprised of still photos that shift in rapid succession to create the illusion of flowing movement. They're also an amazing way to make live action characters or objects do things only animation might accomplish. Tough and time-intensive as these are to make, stop-motion videos are a surefire way to catch eyes and get shares. Though not as straightforward as a live action approach, you might consider stop-motion if you're looking for product-centric out-of-the-box creative.

An example of a true UGC-style live action performance video ad.

This video uses 3D animation to create an incredibly life-like representation of the product.

A UGC-style live action ad with a slightly higher level of polish, though still not on par with traditional brand creative.

A stop-motion Product Focus video.

Choosing a Style

Post-Production

Using Existing Assets to Make New Videos

Motion Graphics

Using motion graphics, you can animate existing still photography to get new video content. This technique can animate any number of photos and often uses on-screen text or voiceover to drive messages home. Motion graphics videos are fully customizable and easy to iterate so you can test various messaging with your different audiences. Call out value propositions, product features, or anything else that you know will land with your targets.

Motion Still/Cinemagraph

Motion stills and cinemagraphs are short videos that animate just a single photo or two. Both of these approaches are particularly successful for product-focused videos. Motion stills can showcase an entire line of products. Cinemagraphs are a great option to draw audiences in with a video that looks like an optical illusion—just a single part of a photo is animated, adding texture and personality to a still.

Post-Production Editing

Often the most cost-effective way to make a new video is to alter existing video footage with post-production editing. This is a great option if you are looking to use the same creative on different platforms that require resizing or a length cutdown. You can also rework messaging on existing creative by changing on-screen text or editing a video to a new voiceover.

Choosing a Style

A motion graphics ad that uses existing product photography.

This video combines stills and stock imagery to create a Product Focus ad.

An example of a cinemagraph.

This performance video was created using existing video that was resized, cut down, and spruced up with new messaging.

How an Idea Becomes a Video

The Performance Production Process

1 **Ideation**
First thing's first: you need an idea for your performance video campaign. This is just the seed—the spark to the project—so it doesn't need to be too fleshed out. You should be able to generally identify the objective of your campaign and broad themes at this stage.

2 **Concept**
Now it's time to flesh out your idea with specifics. You want to zero in on the scope of your campaign, your business objectives, core messaging, and your target audience(s). It's vital here to identify the key KPIs against which you will be measuring success. Use all of this information to come up with creative concepts that you want to test and then decide which performance video formats and production styles will work best with your objectives and budget.

3 **Script + Storyboard**
With your concept(s) laid out, construct a comprehensive shot list that will keep you organized for your shoot. Think about all of the different ways you can position your product and make sure you plan to capture a diverse array of footage so you have options throughout the length of your campaign. If you're not planning on shooting any new live action footage, you should gather all of your existing assets at this stage.

4 **Production**
Now, you're ready to shoot—or animate, or edit. Everything's in line: you know who, what, when, how, and why. The more thorough you are in pre-production, the more organized your production process tends to be. Once shooting is complete, the footage heads to editing where your video is pieced together and elevated with post-production effects.

5

Publish

Once you approve the final cut, your video is complete. Time to publish! Activate your campaign and start tracking your KPIs. With performance marketing, it's common to run several different video ads simultaneously to test creative concepts and variables (e.g., format, messaging, on-screen talent, shot order, etc.).

6

Test and Iterate

Monitor your KPIs and use performance metrics to inform new iterations of your video(s). You may find that you want to tweak messaging, try a new shot order, or thread in different footage from your shoot. Use post-production editing to produce new creatives to run. Test just one or two variables at a time so you can home in on what works best with your audiences. Over time, you'll learn what creative approaches are most successful at driving your KPIs—learnings you'll be able to apply to your next campaign.

QuickFrame

QuickFrame x CookUnity

Small-batch meal subscription service CookUnity was fairly new to video. QuickFrame devised a multivariate performance marketing testing plan to lower CAC by 30% and drive 22% CTR improvement on Facebook and Instagram.

Find Out How ⟶