


Chapter 2

Facebook Ads Interaction Campaigns: Video Format vs. Image Format

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ABSTRACT

This chapter aims to understand which type of format (image or video) has more impact on interaction. To assess the effect of the video or image format on interaction campaigns, important metrics were selected to analyze interaction campaigns: reach, impressions, CPM, interaction results, interaction rate, cost per interaction with the post, comments on posts, reactions on posts, saved posts, and shares of posts. This study is qualitative, based on information from Facebook Business Manager, where through the data from the campaigns developed it is possible to reach conclusions regarding Facebook Ads interaction campaigns in video and image formats. Tables were drawn up to interpret the results, using comparisons between campaigns to understand which format achieves the best results in terms of engagement. The results show that the video format has better results in terms of reach, impressions, CPM, interactions, and cost per interaction with the publication. The image format shows better results in terms of comments on posts, reactions, saved posts, and shares of posts.

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INTRODUCTION

The growth and success of social networks have enabled the development of digital marketing strategies that are designed and thought out in detail to reach the target audience correctly and effectively. The Statista website (2022) states that there are around 3.96 billion people active on social networks worldwide. Because they are so common and universal, social networks are a good study tool.

According to Poturak and Softic (2019), the use of the Internet in recent years reflects the impact on the way brands communicate with their customers, with the online medium now the preferred format for organizations.

Organizations and brands appreciate digital marketing as an effective marketing communication tool (Poturak & Softic, 2019). One of the opportunities is to promote brands' products or services through *online* advertising.

In this sense, digital advertising has become an increasingly important element in companies' marketing strategies worldwide (Rodgers & Thorson, 2017). According to Rossiter et al. (2018), advertising has the function of publicizing products and services. The authors state that advertising manifests a discursive dimension and is materialized in forms of communication, with the ability to influence.

To understand the effectiveness of Digital Marketing strategies, it is necessary to have appropriate metrics to analyze and measure their impact. According to Kotler et al. (2017), metrics are useful for tracking a brand's progress and measuring the performance of an advertising campaign.

In this context, the aim of this chapter is to understand which type of format (image or video) has more impact on interaction. To evaluate the results of the video or image format in interaction campaigns, metrics such as reach, impressions, CPM, interaction results, interaction rate, cost per interaction with the post, comments on posts, reactions on posts, saved posts and shares of posts were selected.

This chapter is divided into four sections. The Literature Review, relates the concepts of Social Networks, Advertising, *Engagement*, and Digital Metrics, to understand the subject of the research. The next section presents the process of creating campaigns and *post promotions* and analyzing them. The penultimate section analyses and compares the results obtained in three different sectors of activity from the interaction campaigns created. Finally, the final considerations on the topic explored in this chapter are presented, as well as the study's limitations.

LITERATURE REVIEW

Social Networks

According to Guille (2013), a digital social network is a web-based service, often referred to as a social networking website, which allows users to create a profile page, establish relationships with other users of the same social network, and make posts, thus creating a social relationship between users.

Fernandes (2013) adds that social networks are online forums made up of different entities: people and companies, who relate to each other and share information and knowledge through comments and shares. For the same reason, a social network can be defined by a set of two elements: the actors (people, institutions, or groups) and their connections (interactions or social ties), says Recuero (2009), as cited in Cristofolli & Parada (2012).

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