



Clickable U-shape Scan-Through-Rate Analytic

Period: Jun-Dec, 2018

Background

- Since June 2018, myTV SUPER launched a measurable native ad format – clickable U-shape. Audience can press “OK” button to call a pop-up image and scan the QR code to know more info of advertiser.
- Some special audience targeting have applied on clickable u-shape, e.g: content targeting, scene targeting or location targeting.
- In this analysis, some findings on how to get higher Scan-through-rate.
- As of Dec 2018, total **144** campaigns launched with clickable u-shape. The average Click-through-rate and Scan-through-rate are **0.13%** and **0.0048%** accordingly.

Top 10 Scan-Through-Rate Campaign

Advertiser	Product Nature	Period	STR
Emperor Cup	eSports competition	Oct 17 – Oct 20, 2018	0.072%
Atmosphere Drive	Car related equipment	Oct 15 –Oct 28, 2018	0.019%
MIOGGI	Skincare product	Jul 28- Aug 12, 2018	0.012%
Suning	Online store	Nov 1 – Nov 9, 2018	0.011%
嘉湖海逸酒店	Hotel & restaurant promotion	Nov 19 – Dec 2, 2018	0.009%
Kee Wah Mooncake	Bakery - Moon cake	Aug 20 – Sep 3, 2018	0.007%
Best Mart 360	Snack retail	Sep 7 – Sep 16, 2018	0.007%
Kee Wah Wedding cake	Bakery – Wedding cake	Oct 4 – Nov 4 ,2018	0.007%
Kirin Beer	Alcohol	Aug13 – Aug 26, 2018	0.006%
A-Fontane	Mattress	Aug 17 – Sep 2, 2018	0.005%



Imp :250,025

Click :1,054 (0.42%)

Scan :181 (0.072%)* **Highest STR**

Content Targeting: Variety & Prime-time program

Period : Oct 17 – Oct 20, 2018



Pop-up image with call-for-action/promotion message: Yes



Imp :500,000

Click :844 (0.17%)

Scan :97 (0.019%)

Content Targeting: 1st line, 2nd line drama& Super car zone

Period : Oct 15 - Oct 28, 2018

Pop-up image with call-for-action/promotion message: No



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亮白
淡紋
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MIOGGI 品質卓越 安心面膜

米奧基

通過生物檢測科技企業「水中銀」最高安全檢測標準，不含對人體有害的化學成分

萬寧 manning's | manning's plus

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金箔活炭雙效修復面膜

\$89 /3片

價值\$150

有**毒**化學物質
類**雌**激素
禁**用**成分

MFDS 韓國美妝認證
通過生物品質卓越



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有**毒**化學物質
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禁**用**成分

金箔外層 溫感滲透精華至肌底
活炭內層 深層潔淨毛孔角質

保濕 · 亮白 · 淡紋 · 緊緻 · 彈性

MIOGGI DOUBLE ACTION RECOVERY FOIL MASK

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QR Code

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萬寧 manning's | manning's plus

通過生物檢測科技企業「水中銀」最高安全檢測標準，不含對人體有害的化學成分

MFDS 韓國美妝認證
通過生物品質卓越

Pop-up image with call-for-action/promotion message: Yes

Imp :400,000

Click :573 (0.14%)

Scan :48 (0.012%)

Targeting: 1st line 2nd line drama

Period : Jul 28- Aug 12, 2018



Period : Nov 1 – Nov 9, 2018

Pop-up image with call-for-action/promotion message: Yes



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嘉湖海逸酒店 餐飲及住宿計劃

查詢及預訂 2180 6688 | www.harbour-plaza.com/hprc



嘉湖海逸酒店 繽紛家庭樂住宿計劃

港幣\$1,080起 (2成人 1小童)

- 豪華客房供3人住宿一晚
- 紐約紐約國際美食自助早餐
- 廚師精選下午茶及特色兒童下午茶
- 免費無線上網
- 兒童禮品
- 兒童室內帳篷
- 兒童益智遊戲
- 延遲退房至下午2時
- 免費使用健身室、蒸氣浴、桑拿浴、小朋友俱樂部及戶外遊樂場

*另備「家庭套房」供4人家庭住宿一晚

NEW YORK NEW YORK Bar & Restaurant 酒店二期大堂

冬日嚐鮮自助餐

星期六 HK\$258起

星期日 HK\$278起

鮮味推介

- 冰鎮鮮味海鮮 • 龍蝦刺身 • 龍蝦南瓜蟹肉湯
- 大蝦木瓜沙律 • 泰式咖喱炒蟹 • 印度烤雞
- 即製馬來喇沙 • 川味水煮魚柳 • 松露芝士黃金蝦
- 榴槤布甸

*以上款式將於不同時段供應

查詢及預訂 2180-6688

圖片只供參考

Imp :422,360

Click :566(0.15%)

Scan :36 (0.009%)

Location Targeting: Yuen Long, Tuen Mun & Tseun Wan

Period : Nov 19 – Dec 2, 2018

Pop-up image with call-for-action/promotion message: Yes



Pop-up image with call-for-action/promotion message: No

Imp :3,786,098

Click :6,110 (0.16%)

Scan :261 (0.007%)

Scene Targeting :Happy Scene in 1st line, 2nd line Drama ,Sit-com

Period : Aug 20 – Sep 3 ,2018



Imp :3,030,303

Click :4,876 (0.16%)

Scan :219 (0.007%)

Content Targeting: 1st line, 2nd line drama

Period : Sep 7 – Sep 16, 2018



Pop-up image with call-for-action/promotion message: Yes



Imp :453,989

Click :706 (0.15%)

Scan :33 (0.007%)

Scene Targeting: Romance, Dating Scene in 1st line, 2nd line Drama, Sit-com

Period : Oct 4 – Nov 4, 2018



Pop-up image with call-for-action/promotion message: Yes



Imp :1,944,679

Click :2,413 (0.12%)

Scan :110 (0.006%)

Content Targeting: 森美旅行團

Period : Aug13 – Aug26, 2018



Pop-up image with call-for-action/promotion message: No

感謝愛戴 45 年

翡翠台

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A-FONTANE 雅芳婷 潮珍珠枕

Comfort & Support 珍珠枕 (對裝)

感謝價 零售價: \$300 \$99 兩個

推廣期: 8月17日至9月2日

全線專門店及百貨專櫃有售 數量有限, 售完即止。

afontanehk | www.afontane.com 查詢電話: 2164 2221

A-FONTANE 雅芳婷 感謝愛戴 45 年

推廣期: 8月17日至9月2日 全線專門店及百貨專櫃有售

潮珍珠枕

Comfort & Support 珍珠枕 (對裝)

感謝價 零售價: \$300 \$99 兩個

數量有限, 售完即止。

立即購買

afontanehk | www.afontane.com 查詢電話: 2164 2221

Imp :764,057

Click :958 (0.12%)

Scan :36 (0.005%)

Scene Targeting: main actress(佘詩曼) scenes

Period : Aug 17 – Sep 2, 2018

Pop-up image with call-for-action/promotion message: Yes



Not performing well campaign

2 Lowest Scan-Through-Rate Campaign



Advertiser	Product Nature	Period	Impressions	Clicks	Targeting	Number of scan
IN N OUT	Storage	Dec 4 – Dec 17, 2018	151,215	87 (0.06%)	Hong Kong Island & Upper income class	0
CENTALINE PROPERTY	Oversea property	Oct 29- Nov 2, 2018	111,294	74 (0.07%)	Upper income class	0



Imp :200,312

Click :179 (0.09%)

Scan :3 (0.001%)

Content Targeting: 1st line 2nd line sit-com

Period : Dec 18 – Dec 23, 2018



Pop-up image with call-for-action/promotion message: Yes

Way to improve:

Suggests to use location targeting to narrow down the potential customers nearby.

LION獅王 吸濕大笨象

特大掛裝

拜託你們姓熊的不要這麼吝嗇

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LION獅王 吸濕大笨象

日本製造

吸濕大笨象 換季首選

買1送1 \$79.9 平均每包 \$39.95

日本製造 JHC 及各大百貨公司有售

日本製造

及各大百貨公司有售

Imp :3,450,828

Click :3,895 (0.11%)

Scan :86 (0.002%)

Content Targeting: 1st line, 2nd line Drama, Sit-com

Period : Oct 15 – Oct 27, 2018

LION獅王 吸濕大笨象

特大掛裝

換季首選

買1送1 \$79.9 平均每包 \$39.95

日本製造 JHC 及各大百貨公司有售

QR Code

Pop-up image with call-for-action/promotion message: Yes

The product and message maybe too familiar to the public. Also, the promotion offer is quite clear and no need for further explore. Suggest to add some hook of the QR code landing, like: 更多家居貼士

Insights

- After consolidated the Top 10 and not performing well clickable u-shape campaign, we recognized that its quiet unpredictable on user behavior. However, we have still conclude some findings on how to get better STR.
 - The clickable u-shape have related audience targeting have better STR, for example: target J2 program to reach young age group for eSports competition, location targeting for hotel to reach potential customer who live nearby.
 - Pop-up message with call-for actions or promotion details, will increase the STR.
 - If the creative is not going to have any promotions or only willing on branding proposes, a simple and gorgeous creative is the best way to increase the STR.
- There are 4 out of Top 10 Scan-through-rate clickable u-shape are used scene targeting. Last year, 75% of clickable u-shape with scene targeting are above average STR(0.0048%) and the average STR of scene targeting is 0.005%. It shown that scene targeting also is a way to increase the STR.