

Pause Ad Testing



VIEWERS SAY

"I have to do something, I have to press pause. **'Pause ads' are giving you the opportunity to earn my attention.**"

– Female, 29

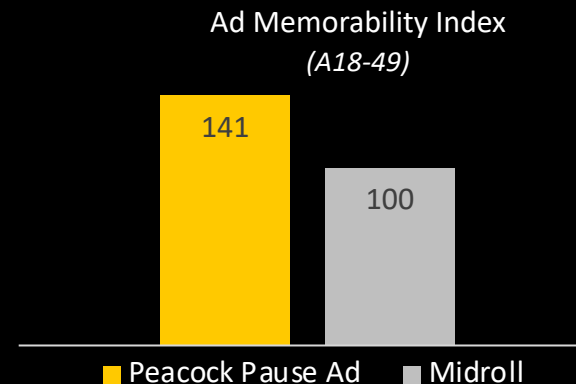
AD PRODUCT INSIGHTS

Viewers **appreciate the sense of control** Pause Ads offer.

Viewers expect to see a **variety of creatives** when paused and **prefer static images** over video ads.

CREATIVE INSIGHTS

Longer pause durations help keeps brands top of mind



66% of Pause events exceed 60s in length