

Title: Video ad and pilot campaigns appendix for “Prebunking misinformation techniques in social media feeds: Results from an Instagram field study”

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Note: The material contained herein is supplementary to the article named in the title and published in the Harvard Kennedy School (HKS) Misinformation Review.

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## Appendix A: Video ad and pilot campaigns

We ran a series of pretests to ensure that the video and poll ads would successfully earn attention, and to compare a few variants to see how well they would perform. The details of these pilot experiments are noted below. To evaluate performance of the video, digital marketers generally use several criteria, including the *hook* rate or the percentage of people who stop scrolling to watch the beginning of the video (defined as 3-second video play / number of impressions) as well as the *hold* rate or the percentage of people who watch the video for 15 seconds or longer (defined as ThruPlays / 3-second video plays). The vast majority of users will bounce if their attention is not captured within the first couple of seconds. Although there are no official Meta benchmarks, a hook rate of 20% or more is generally considered decent by digital marketer standards (e.g., see Metalla, 2025).

### Video performance

See how audiences are engaging with your video creative.

1 of 1 Ads

#### Video plays

19,705

#### Video average play time

00:03

#### Hook rate

20%

#### Hold rate

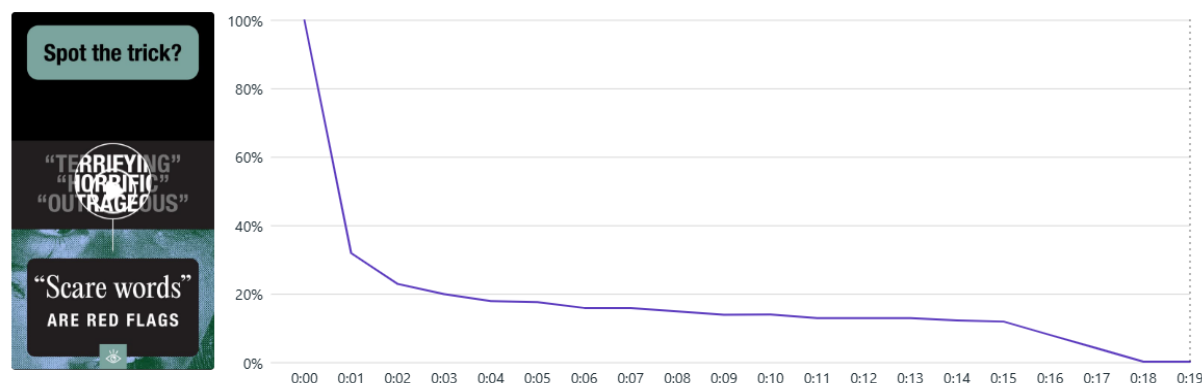
1.52%

### Time watched

Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

#### [UK] Jigsaw - Video - Test 1

Video length: 00:19



**Figure A1. Video performance statistics for Original Campaign Video 1 (November 27–December 2).** The campaign video can be viewed here: <https://shorturl.at/mX4cO>.

#### Video performance ①

See how audiences are engaging with your video creative.

1 of 1 Ads

Video plays ①

23,527

Video average play time ①

00:01

Hook rate ①

9%

Hold rate ①

1.89%

#### Time watched

Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

[UK] Jigsaw - Video - Test 2

Video length: 00:18

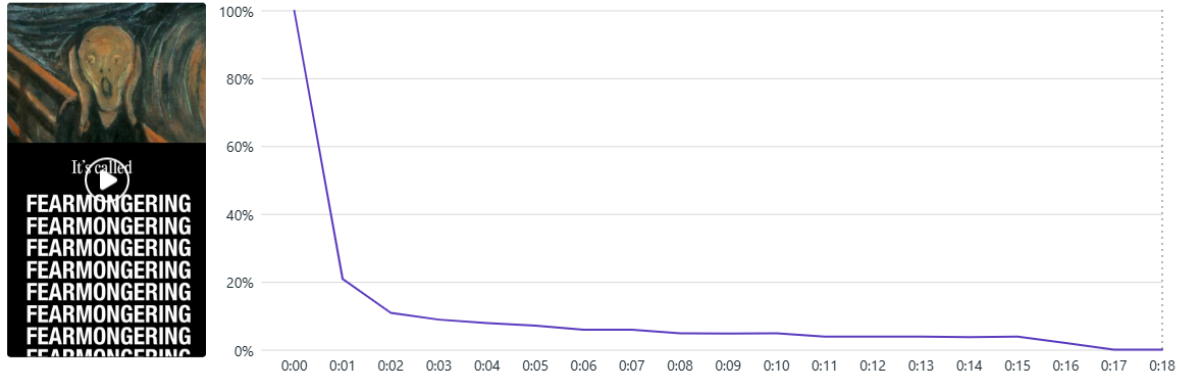


Figure A2. Video performance statistics for Simplified Test Video 2 (December 10–December 12).

#### Video performance ①

See how audiences are engaging with your video creative.

1 of 1 Ads

Video plays ①

28,633

Video average play time ①

00:02

Hook rate ①

18%

Hold rate ①

3.43%

#### Time watched

Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

[UK] Jigsaw - Video - Test 4

Video length: 00:19

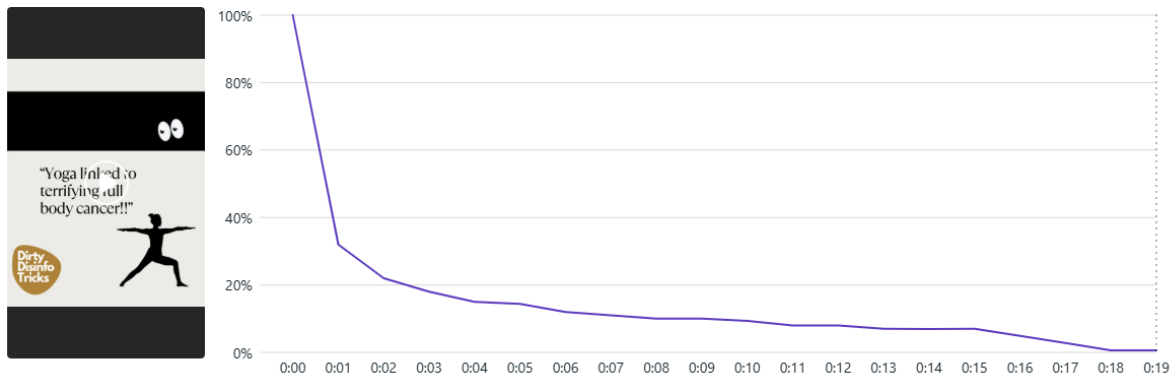


Figure A3. Video performance statistics for Modified (less polished) Test Video 3 (December 27–December 29).



*Figure A4. Poll sticker variation.*