

# **The Carousel Effect: Leveraging Sideways Swiping for Enhanced Ad Effectiveness in Social Media**

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Consumers' swiping through social media ads determines their exposure to advertising. Carousel ads, designed to prompt sideways swiping within the ad, potentially disrupt users' upward swiping behavior through the newsfeed. To understand how consumers perceive and evaluate carousel ads compared to other in-feed ad formats, we first conducted qualitative interviews (Study 1). In a mobile eye-tracking experiment, we then analyzed visual attention and brand recall showing that activated carousel ads enhance consumers' attention and brand recall, and that attention increases with carousel ads length (Study 2). In a concluding videography study, we found that attitude toward the brand increases chances of carousel ads to be activated such that especially popular brands can benefit from increased effectiveness of carousel ads compared to other in-feed ad formats (Study 3). Overall, carousel ads present a promising avenue for marketers seeking to enhance advertising effectiveness.

Keywords: carousel ads, human–smartphone interaction, mobile eye-tracking, attention to advertising, advertising effectiveness