Ads for the On-Demand Era

MMA
MOBILE MARKETING ASSOCIATION

ADCOLONY

With You Today



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Who is AdColony?

A Mobile-Only Company

Over 7 years experience defining industry-leading approaches for AdAge Top 100 brands.

Delivering Solutions for Brand and Exchange

Our team of mobile experts drive results for Brand, UA/install and DR clients.

Full-Screen Focused

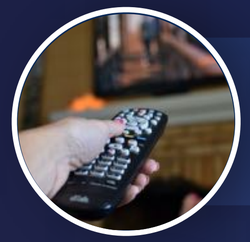
100% edge-to-edge creative, ensuring ad quality and viewability performance far above benchmarks.

Powering the Largest Source of User-Initiated

Direct 1-to-1 relationships with app publishers enable us to deliver ad experiences on the consumer’s terms.



Today’s Agenda



Exploring the On-Demand Evolution



Introducing: User-Initiated Video



Impact of User-Initated Video Today



Recap + Q&A



Ads: The necessary trade-off for quality content

1999: Consumers are given control over ads for first



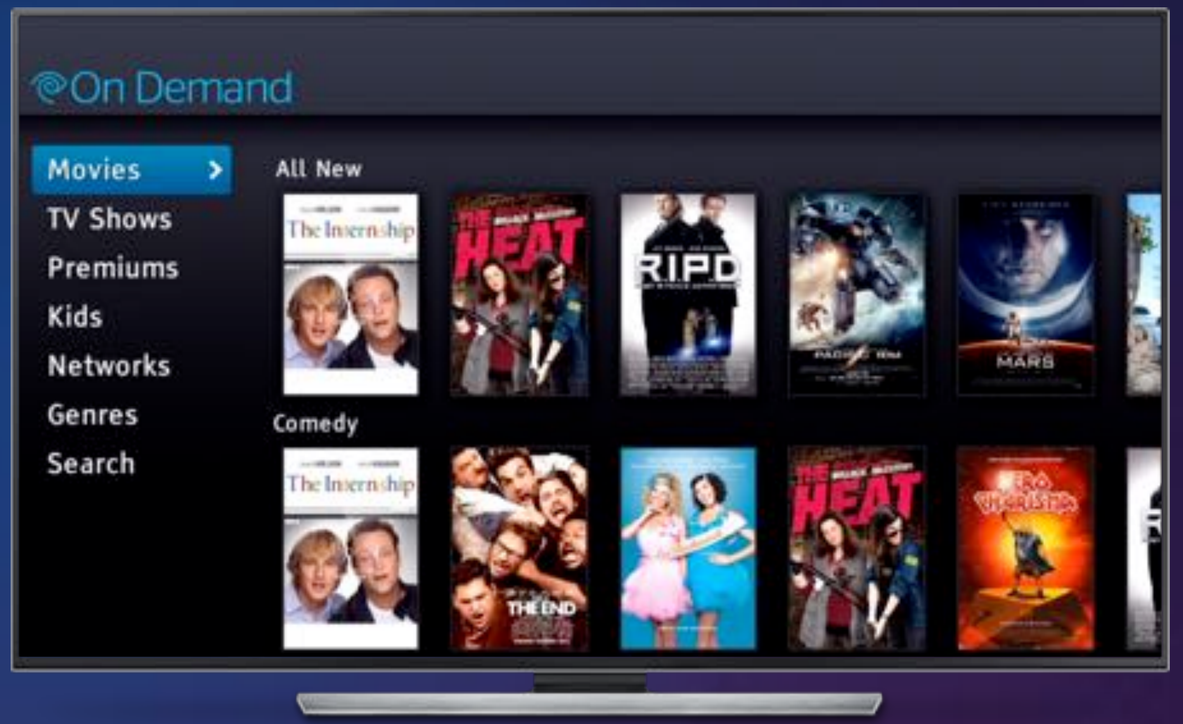


2000-2007: VOD started to offer comparable to

NETFLIX

hulu

amazon

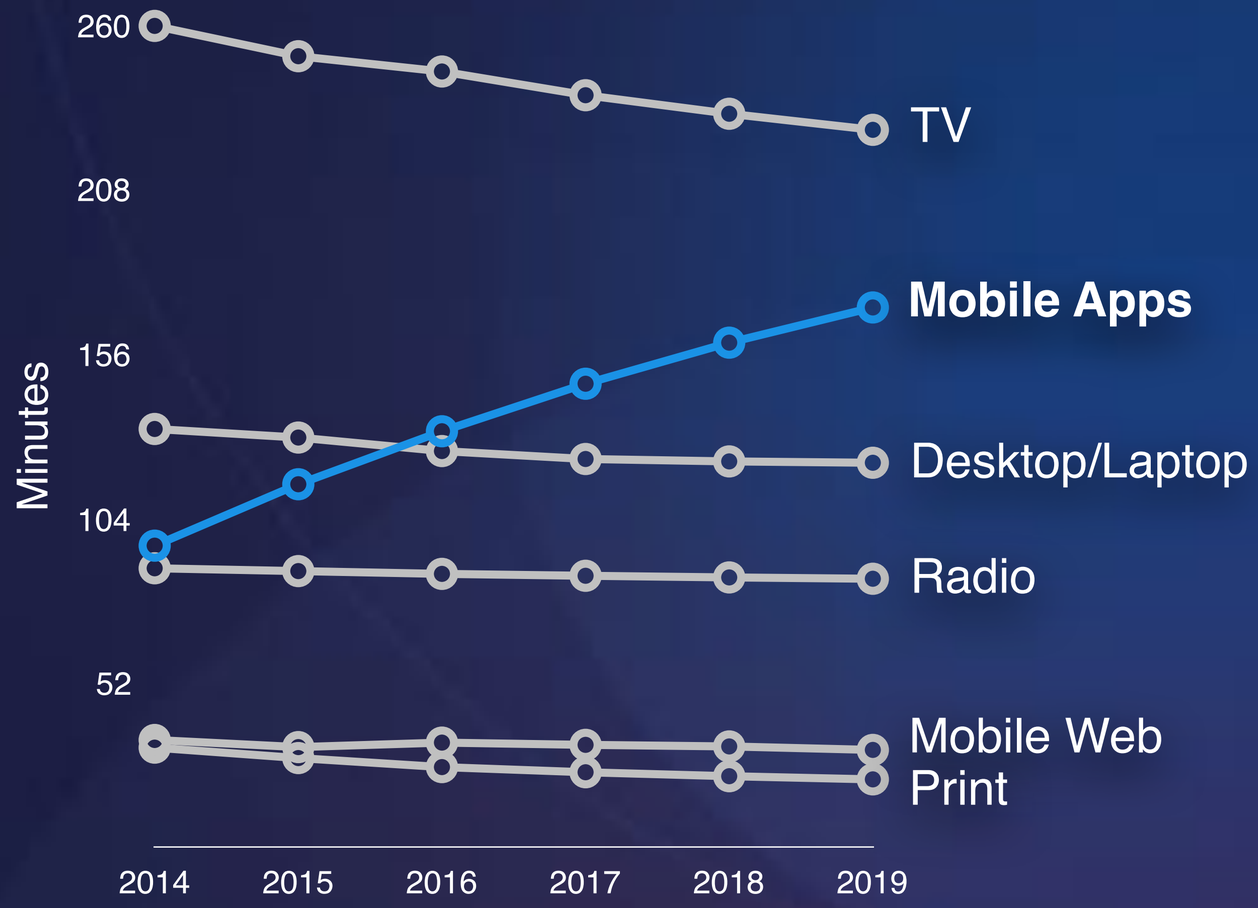


Netflix Price: $10.99/mo.
Hulu Price: $11.99/mo.
Amazon Price: $12.99/mo.

Price: View Pre-Roll/Mid-Roll Ad

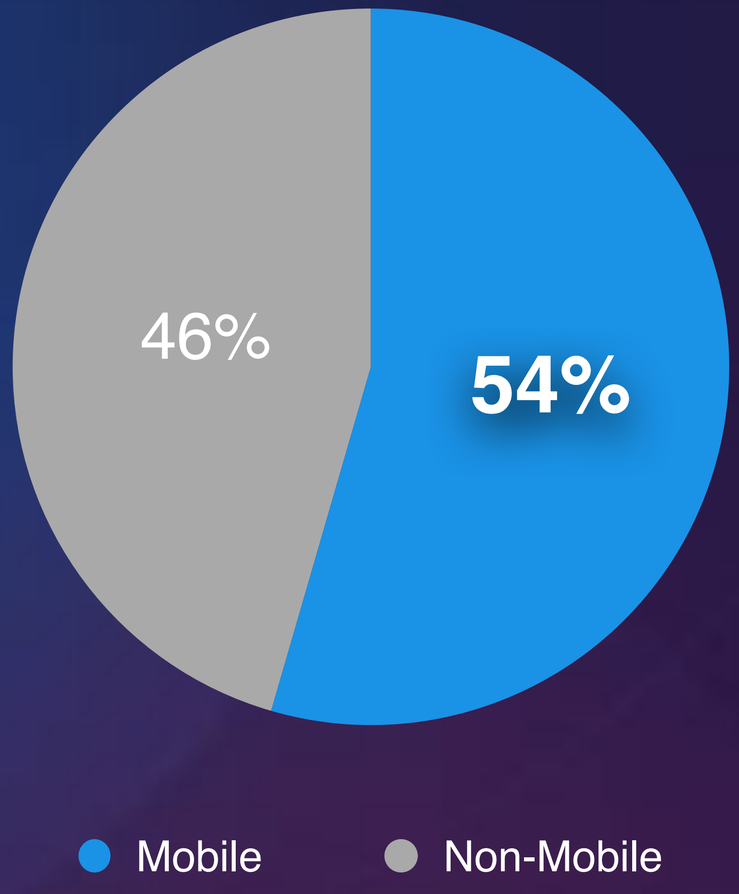
2007-Present: Mobile becomes the go-to digital medium

US Time Spent with Major Media



Source: eMarketer, , US Time Spent with Mobile, 2018-2019, August 2017; eMarketer, US Time Spent with Major Media, 2018-2019, August 2017

US Time Spent with Digital Media



Source: eMarketer, , US Time Spent with Mobile, 2018-2019, August 2017;

But most mobile properties don’t give much control over

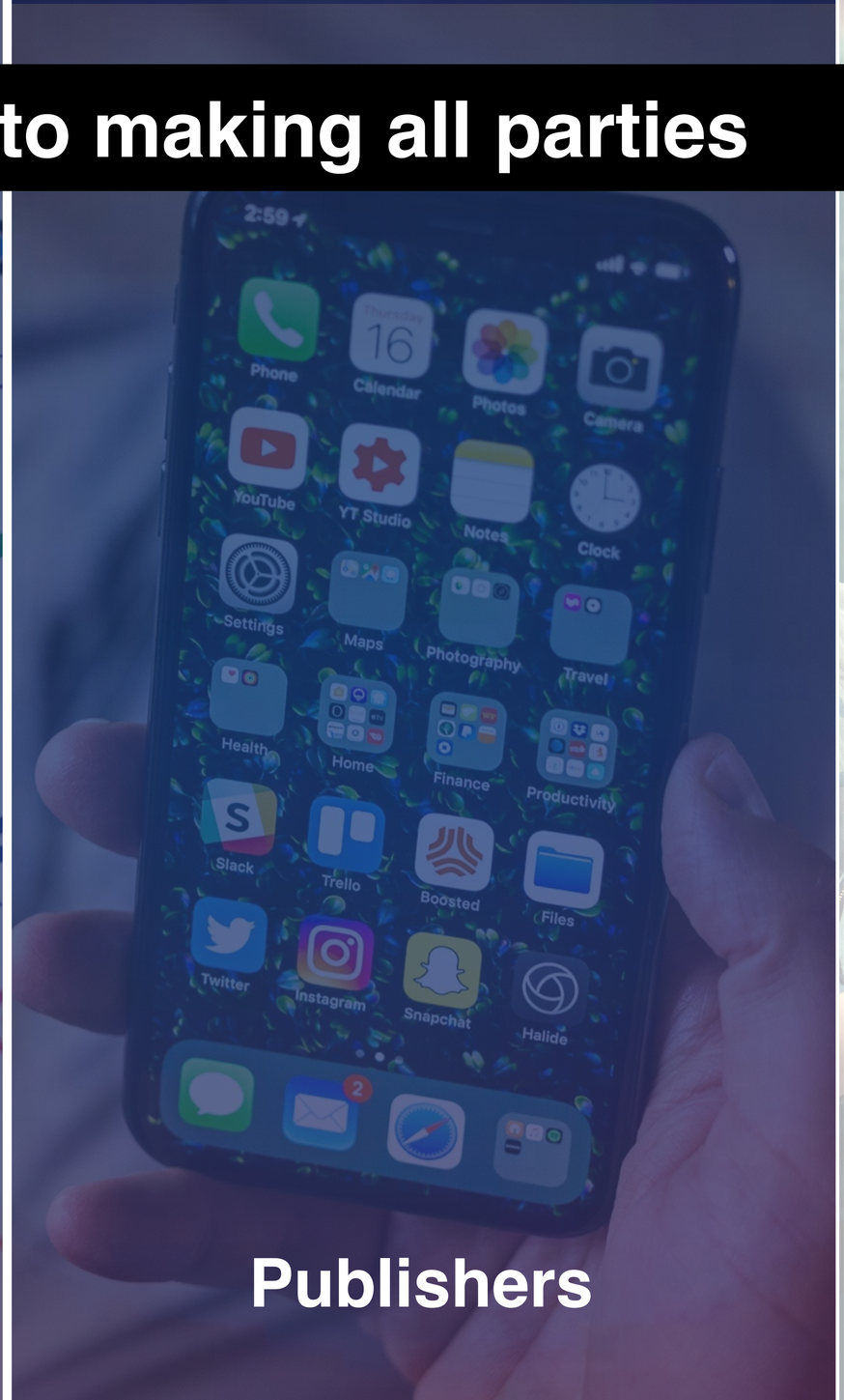


The industry is working on mobile web



Format is the key to making all parties



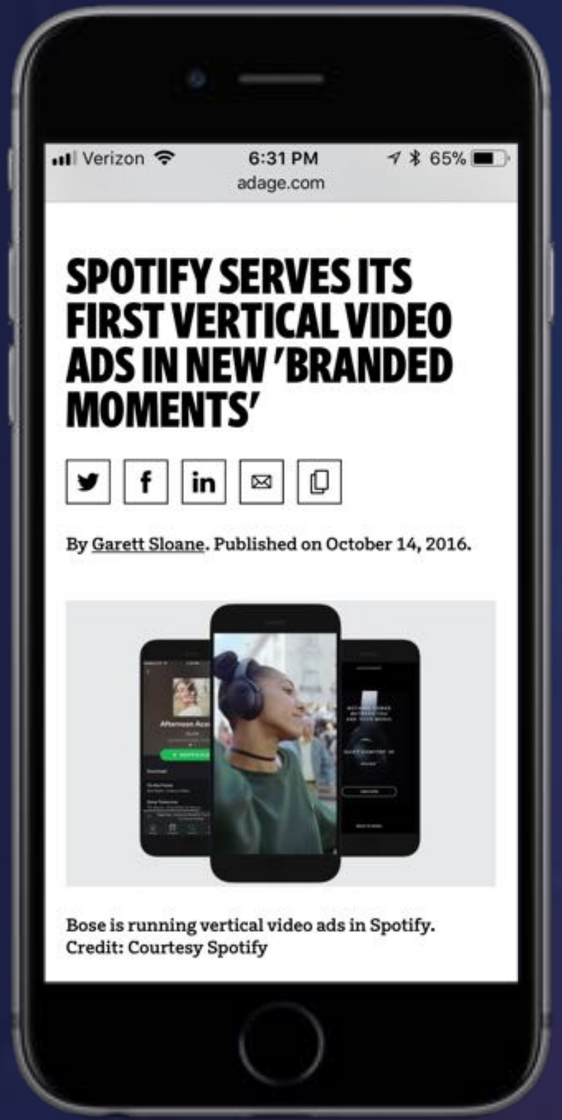


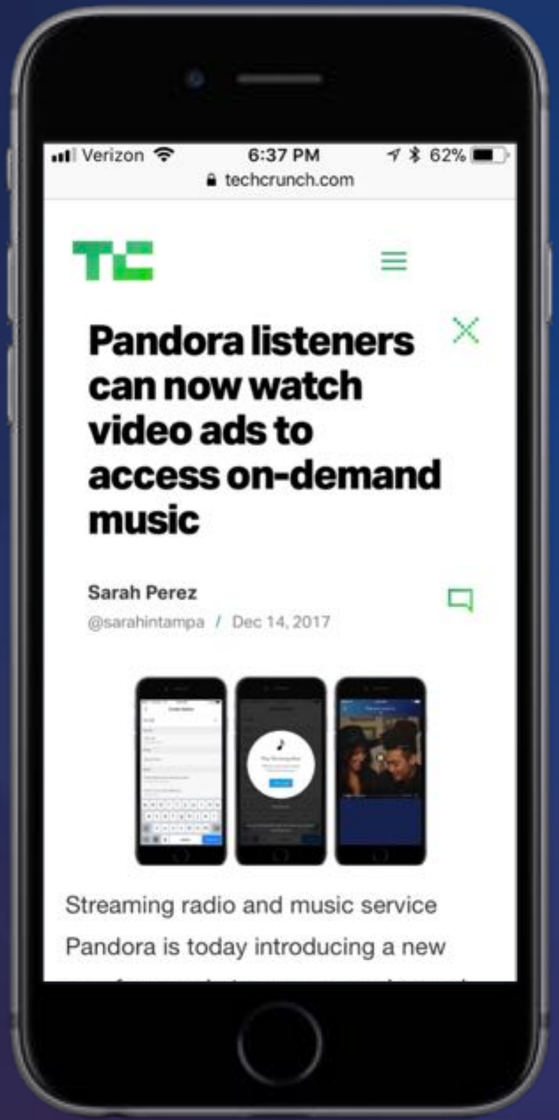


Introducing: User-Initiated Video

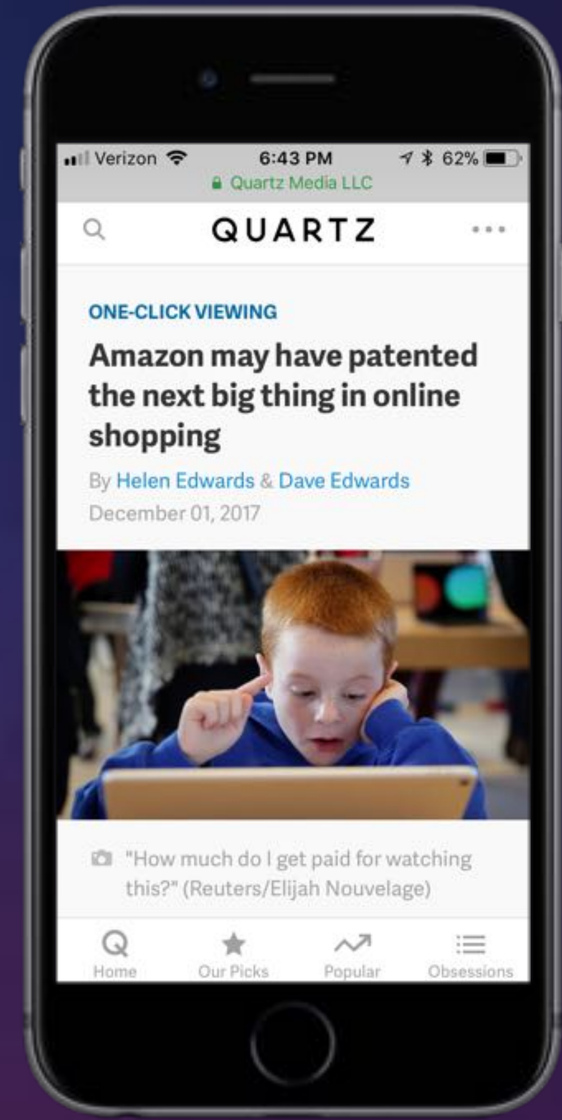


UIV was born in gaming, but being adopted by others



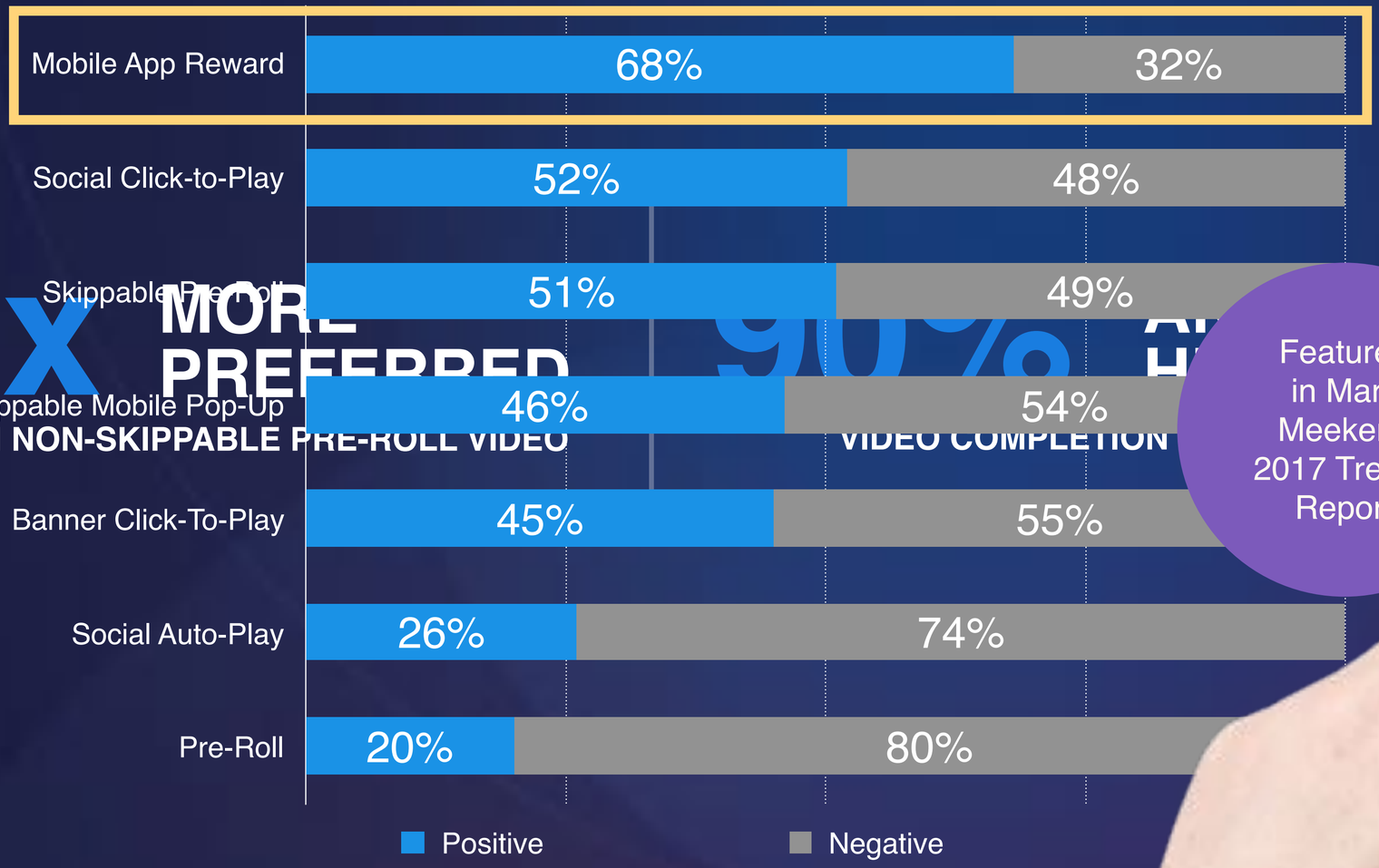






Consumers prefer to choose when they see ads

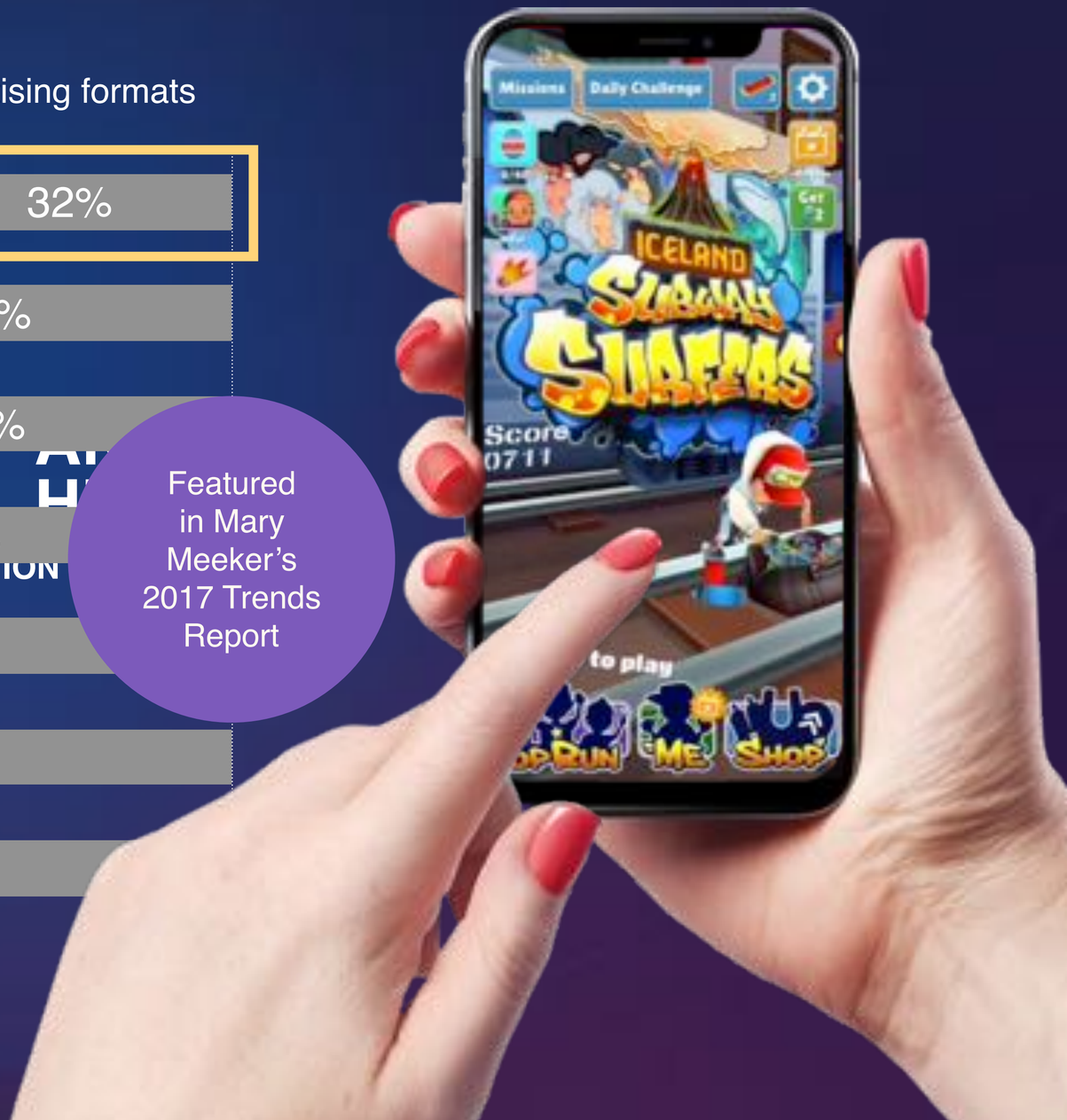
Consumer attitudes towards various video advertising formats



3x MORE PREFERRED THAN NON-SKIPPABLE PRE-ROLL VIDEO

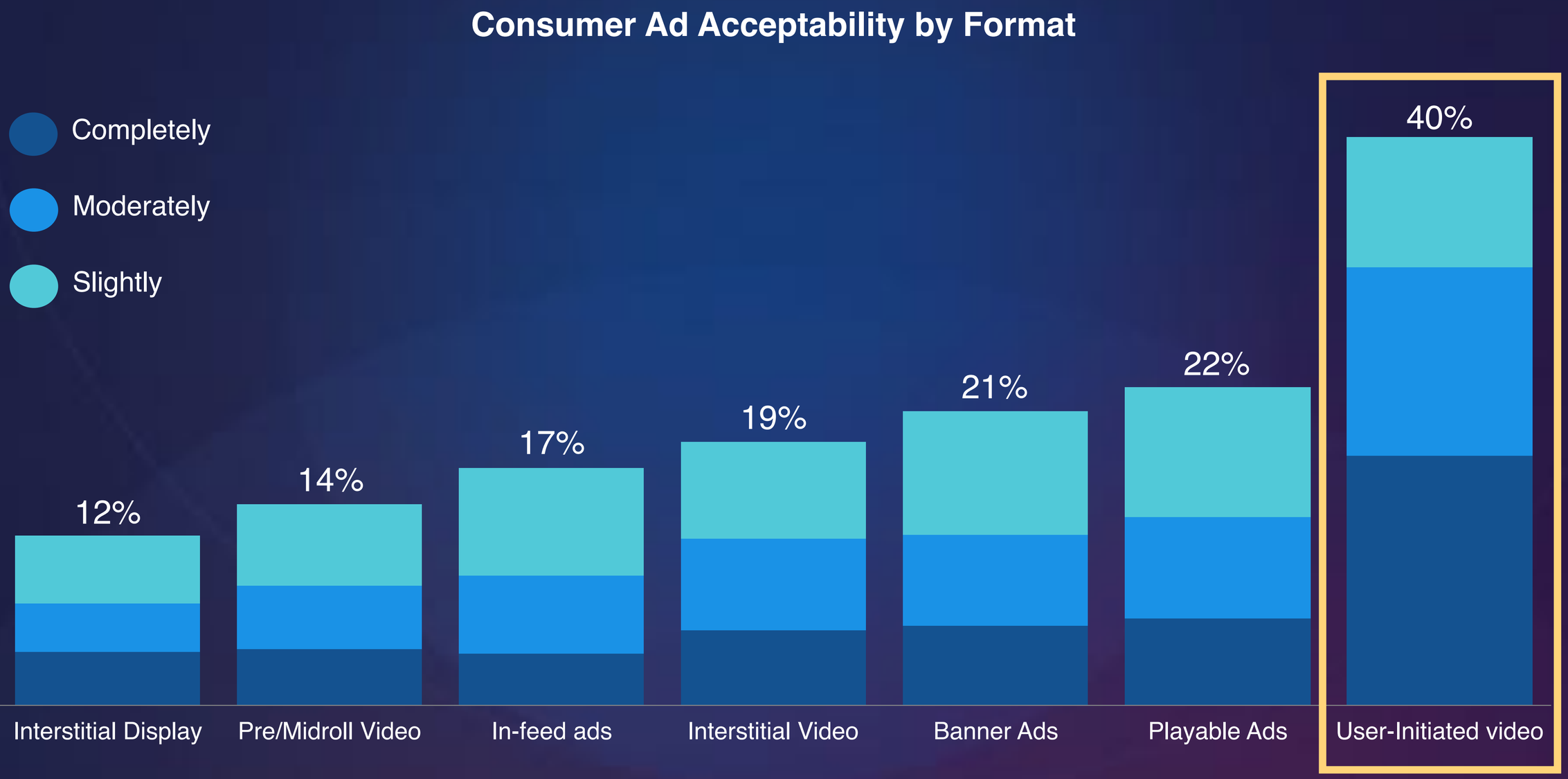
90% ... VIDEO COMPLETION

Featured in Mary Meeker's 2017 Trends Report



Source: AdColony brand campaign benchmarks
Source: Mary Meeker 2017 Internet Trends Report

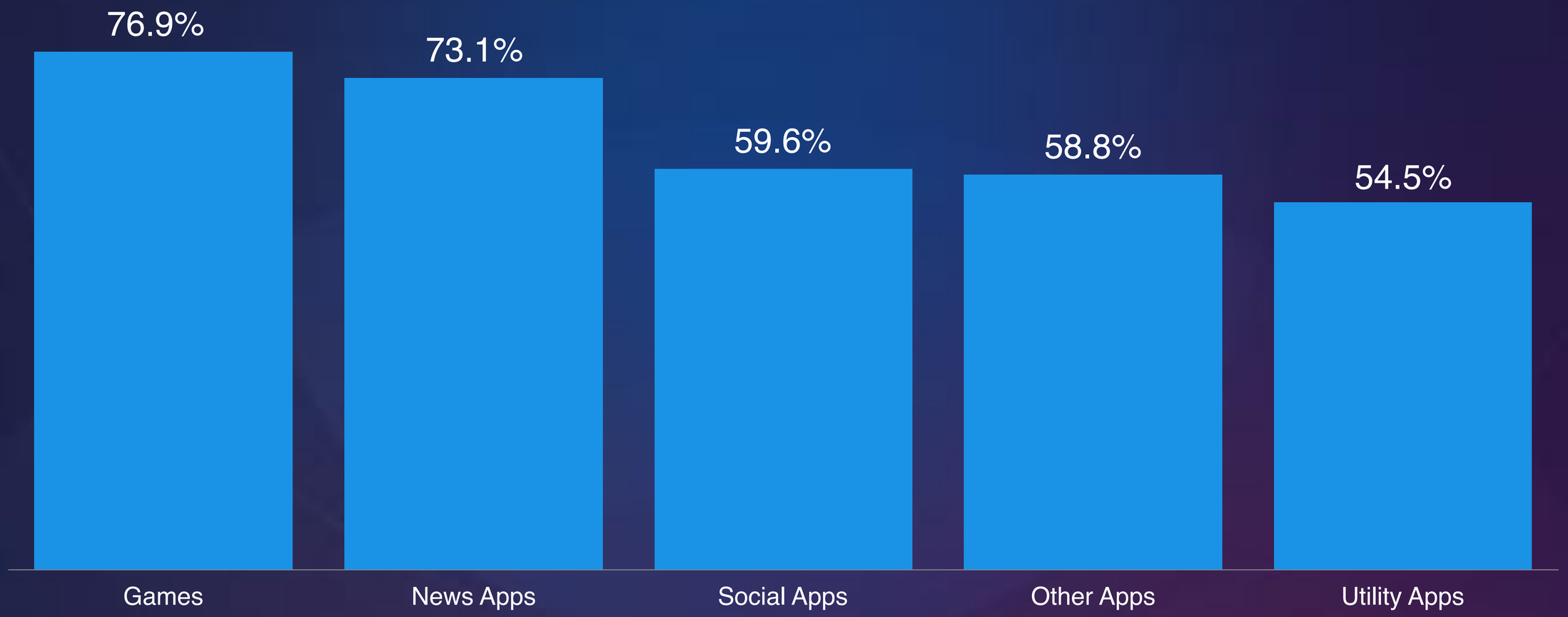
UIV is also twice as likely to be accepted by consumers



Source: Q3 2017 AdColony Consumer Sentiment Survey

People in UIV-heavy environments are in a happier

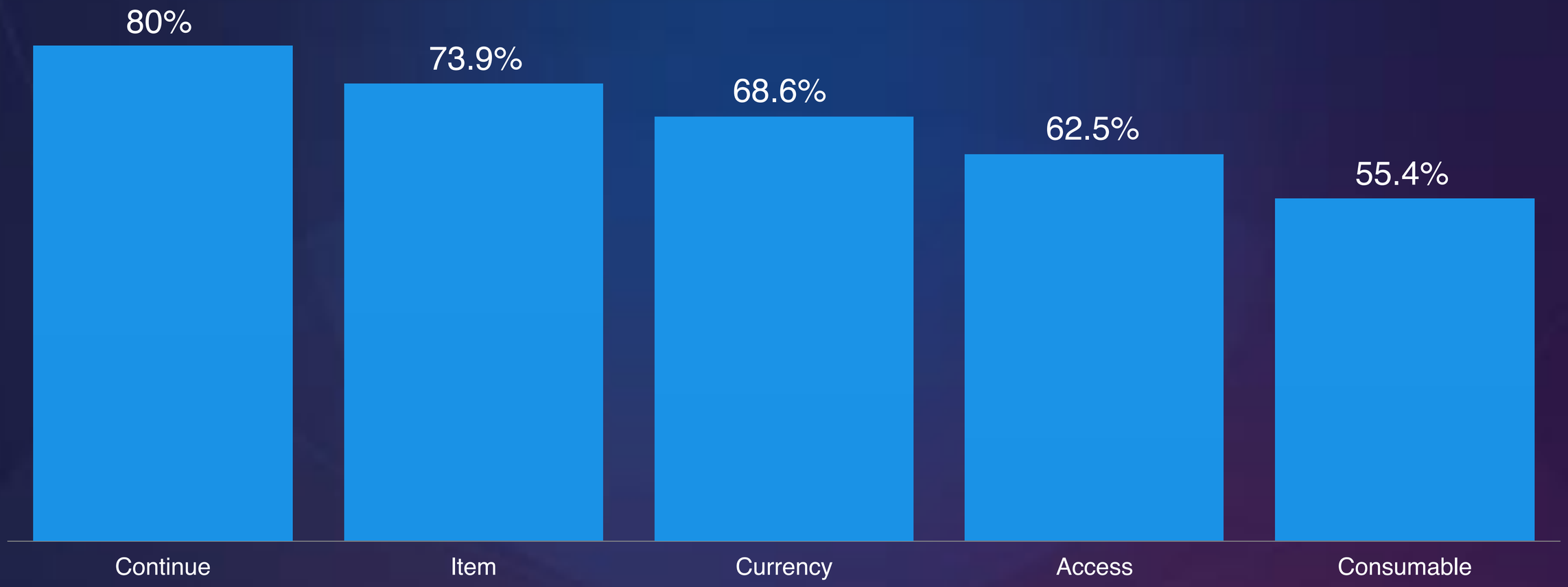
Percentage of Users in a Positive Mood by App Type



Source: Q3 2017 AdColony Consumer Sentiment Survey

People prefer to continue or receive virtual items

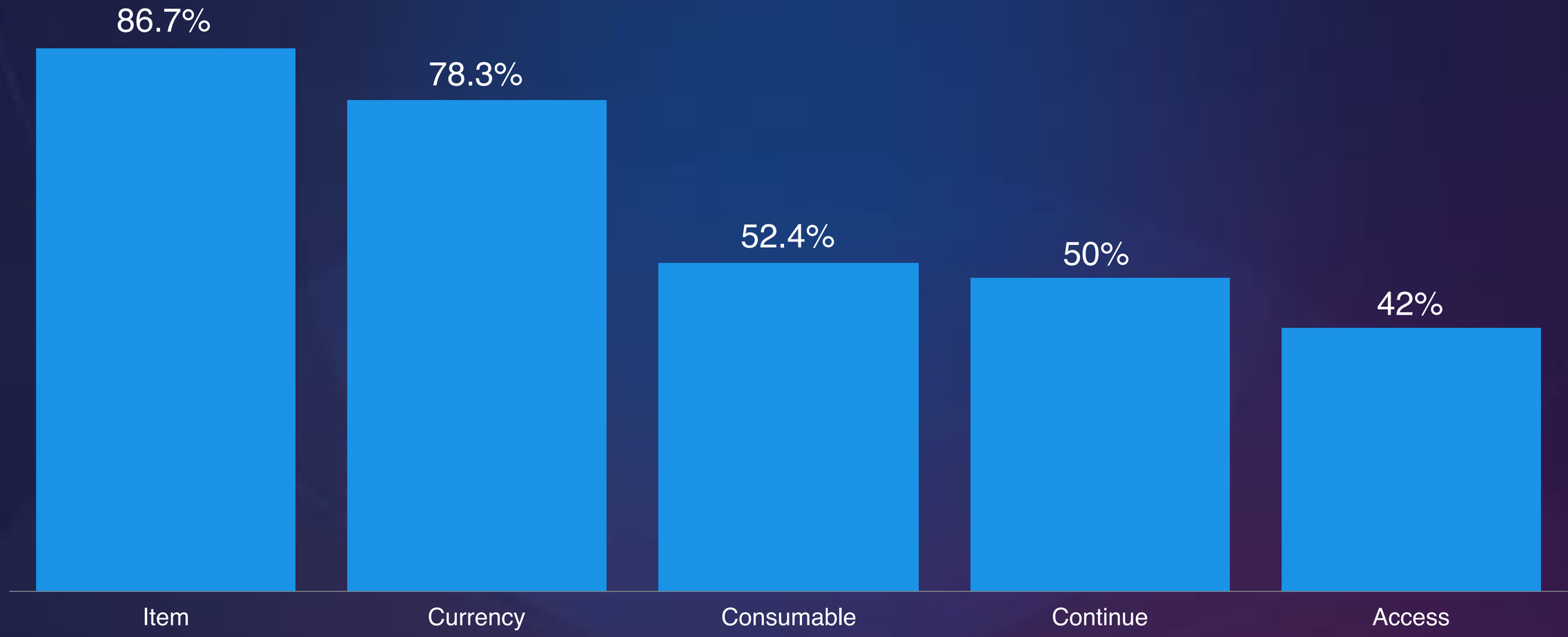
Percentage of Users Reacting Positively by UIV Reward Type



Source: AdColony Rewarded Video Sentiment Study — Spring 2018

Millennials want permanent rewards, not access

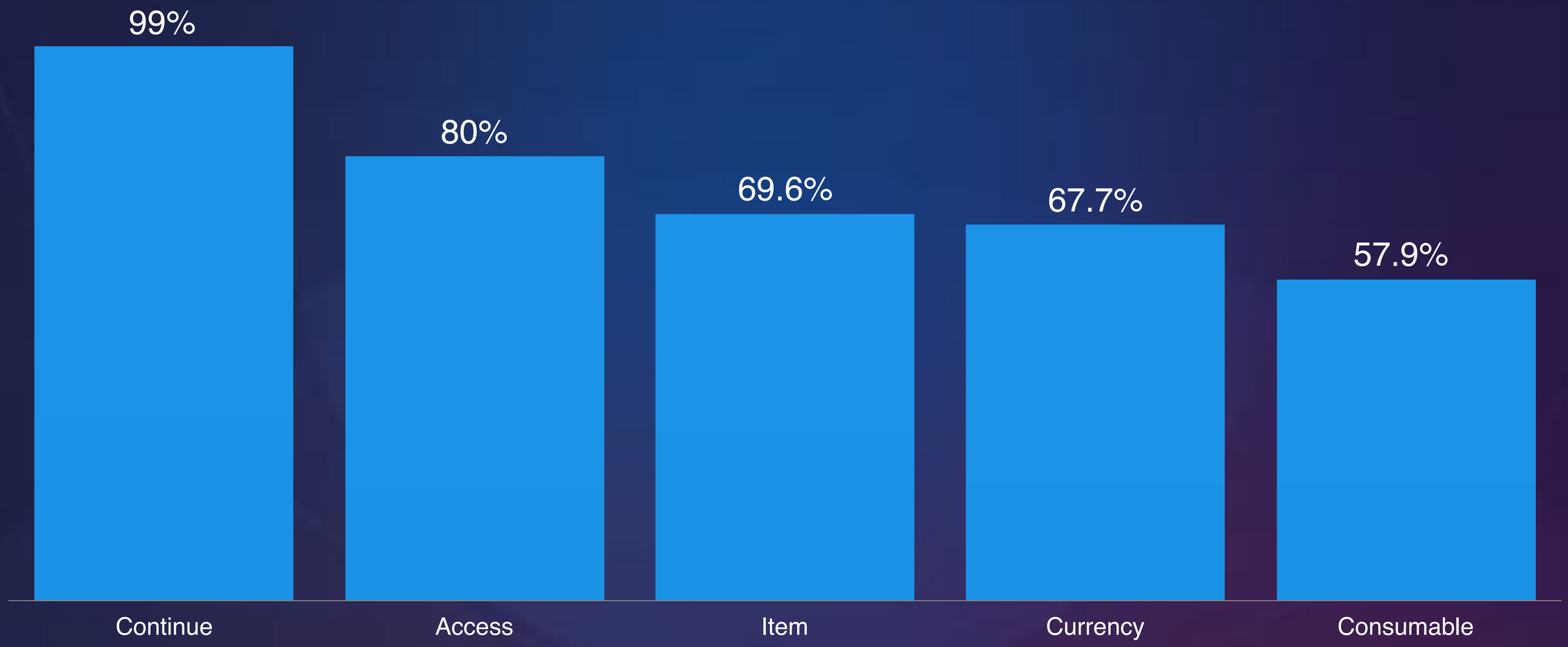
Percentage of Users Reacting Positively by UIV Reward Type among Millennials



Source: AdColony Rewarded Video Sentiment Study — Spring 2018

Gen Xers want to continue experience more than

Percentage of Users Reacting Positively by UIV Reward Type among Generation X



Source: AdColony Rewarded Video Sentiment Study — Spring 2018

UIV delivers the brand outcomes you need

While reaching your audience in the ad format they prefer

Top 5 QSR Chain

#1 performance partner





Leading TV Network

Increased brand lift for tune-in intent by double digits

Top 5 Auto Brand

Delivered purchase-intent actions at 51% below goal

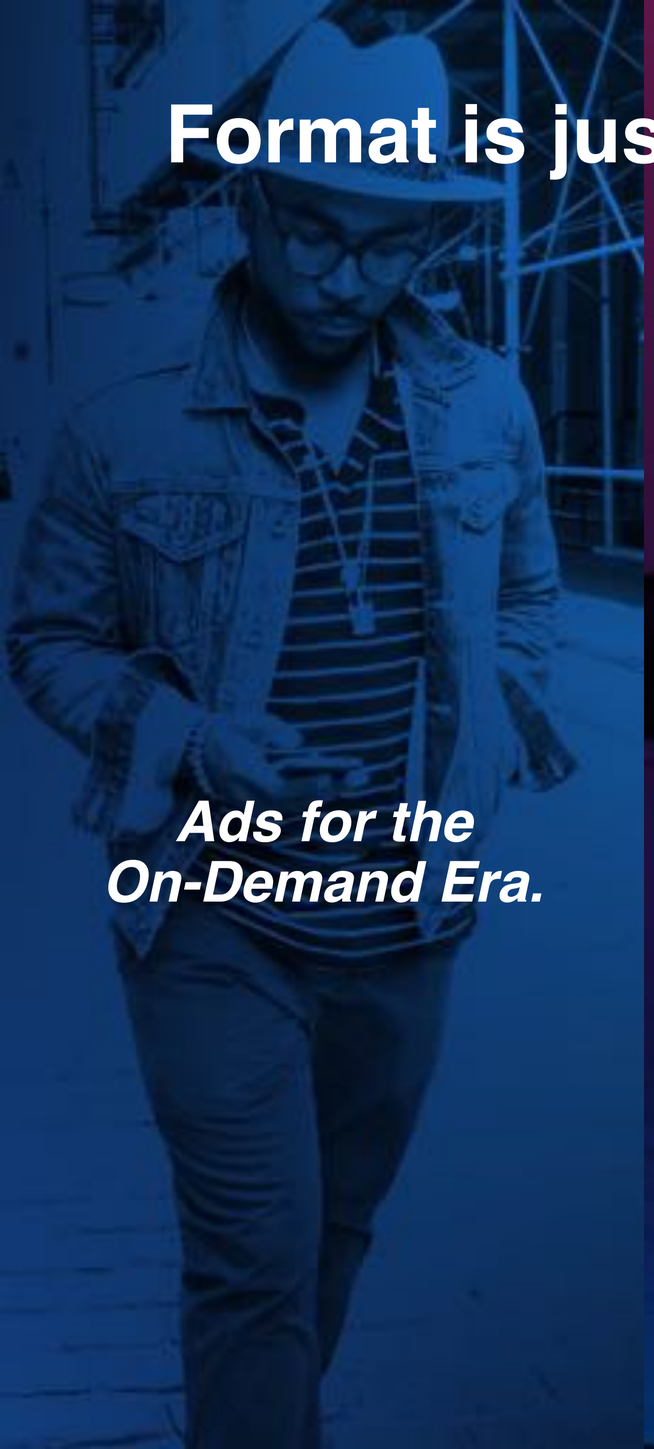




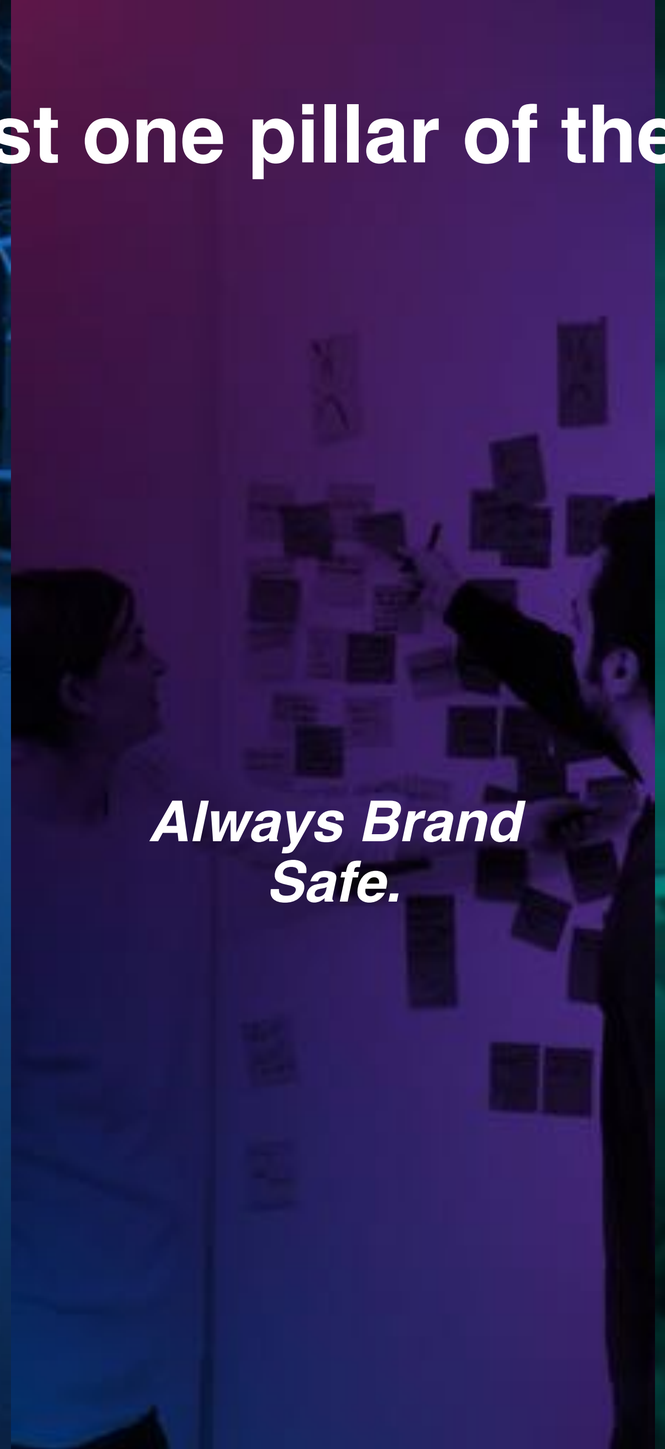
Leading Retailer

Delivered 21x ROAS as measured by NBI study

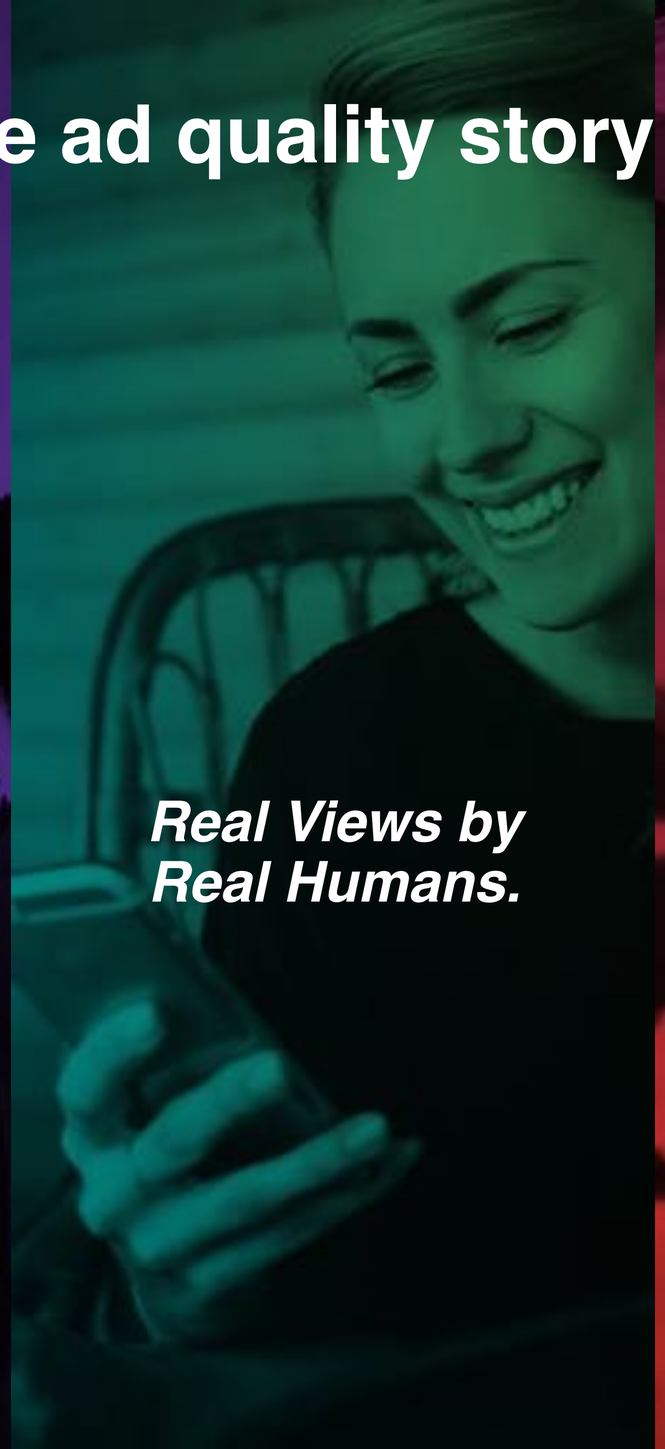
Format is just one pillar of the ad quality story



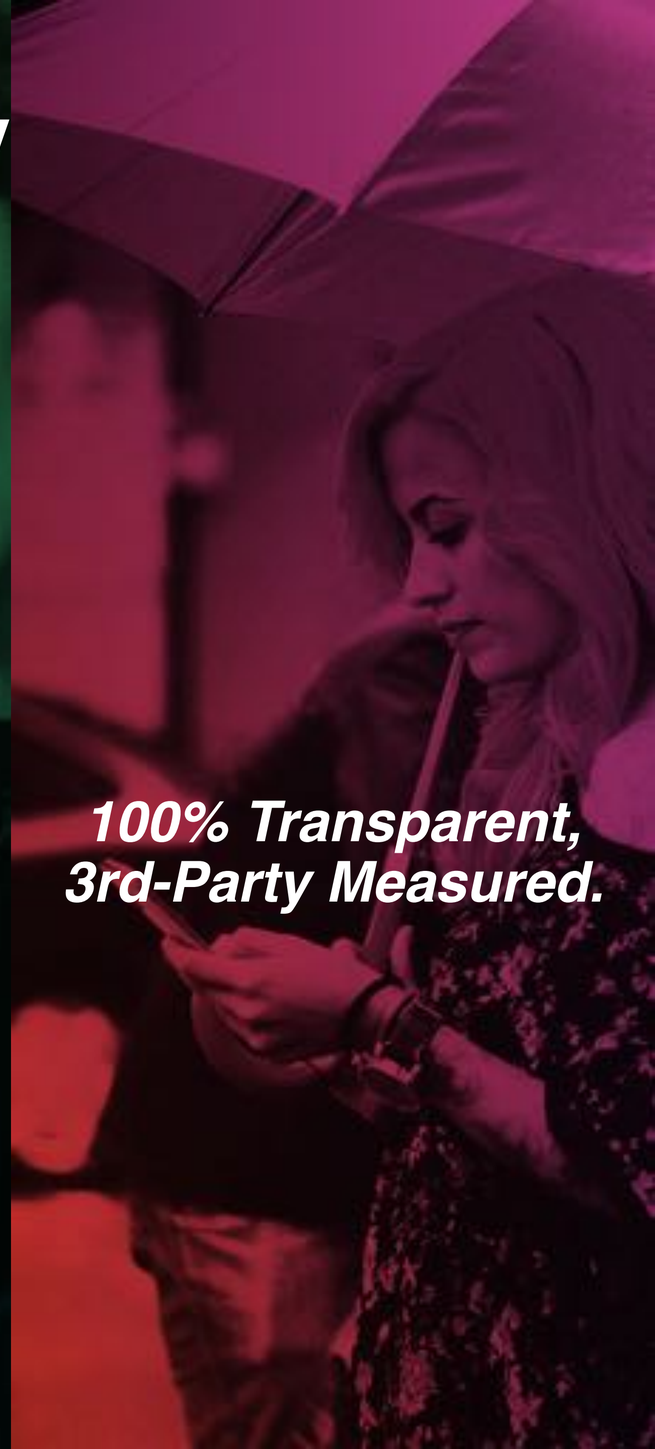
Ads for the On-Demand Era.



Always Brand Safe.



Real Views by Real Humans.



100% Transparent, 3rd-Party Measured.

Ad Quality provides the foundation for brand success



Recap

- User-initiated video gives control to mobile consumers
- Non-gaming publishers are starting to adopt UIV
- UIV is the most preferred ad format by consumers
- Sentiment toward reward types can vary by age
- UIV delivers brand objectives in a way your audience appreciates



Questions?

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