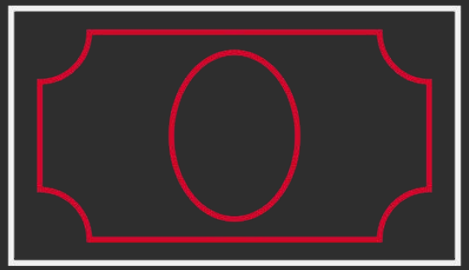

Flipboard
rubicon
PROJECT
Mobile Ads Get Personal And
Passionate Through Video

One quarter of US internet users are using ad blockers

SELLER



REVENUE

VIEWER



RELEVANCE

BUYER



AUDIENCE

rubicon PROJECT

MOBILE OFFERS A FULL PROXY FOR THE VIEWER



PREFERENCES
- Behaviors
- Consumption
- Hours



PRESENCE
- On / Off
- In tune
- In motion



UNIQUE ID
- Google & Apple ad IDs
- MSISDN
- Device specific



PERSONA
- Female
- Professional
- Renter



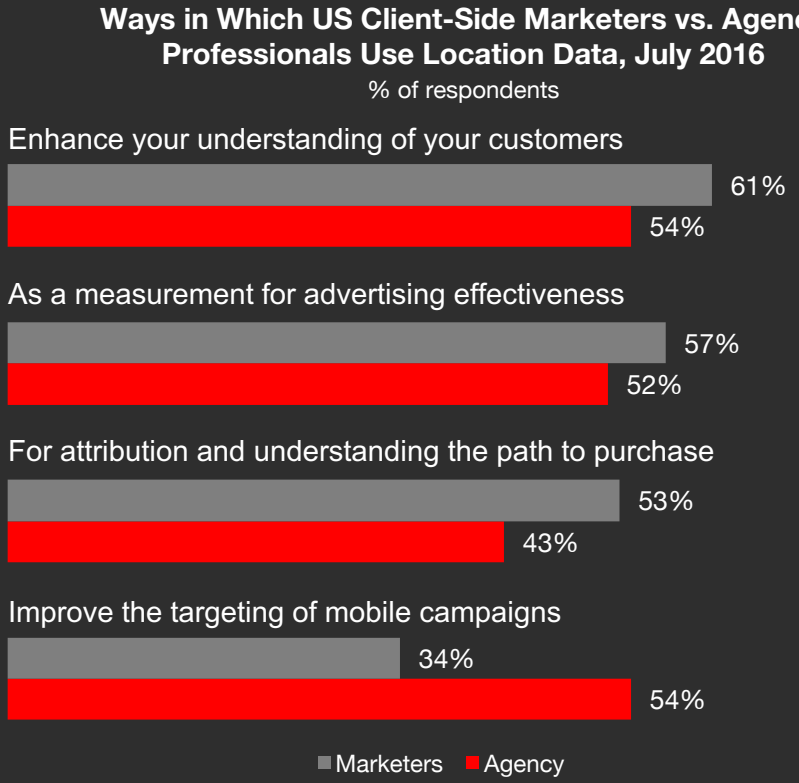
INTERESTS
- In-market for a car
- Artist
- Moving to Brooklyn



LOCATION
- GPS
- Proximity
- Daily use patterns

rubicon PROJECT

Why these mobile attributes matter?



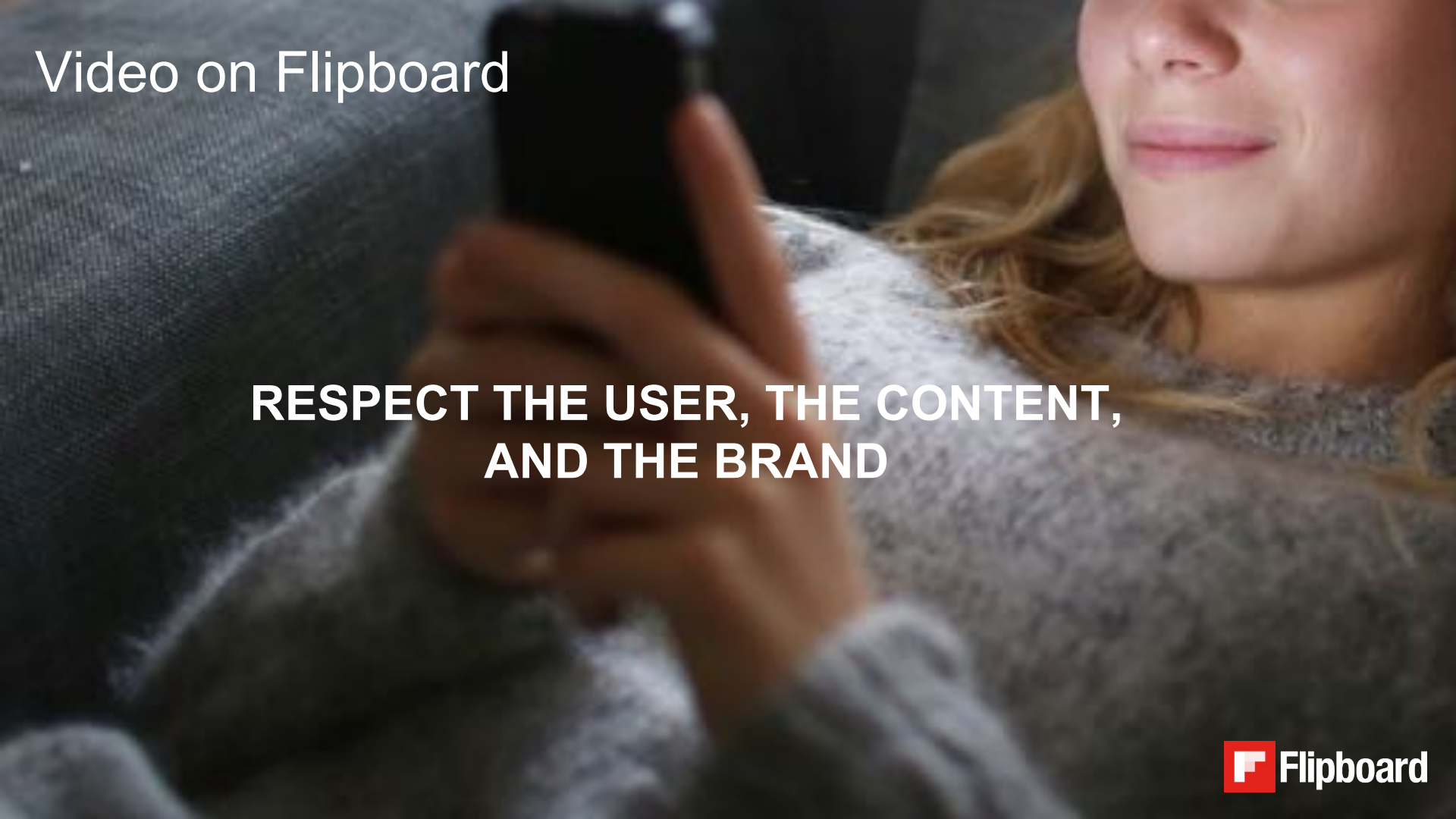
Consumer expectations are higher than ever around personalized, relevant, authentic, and quality branded content:

- 78% US marketers are changing their behaviour because of location data
- 72% of US marketers use location data to personalize the mobile experience
- US adults will spend nearly 3 hours per day using apps in 2017, compared with 34 minutes a day using mobile websites

Source: eMarketer

rubicon PROJECT

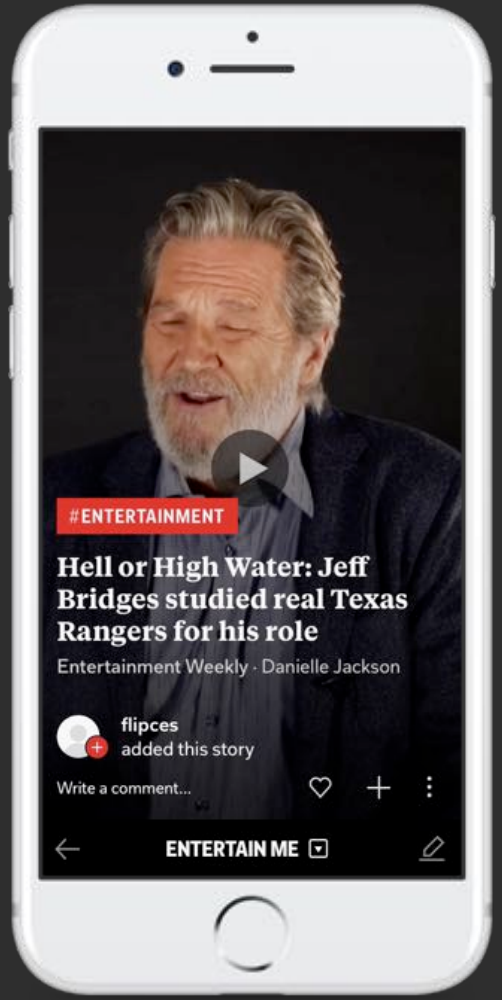
Video on Flipboard



Video on Flipboard

Video is used to enhance the overall Flipboard experience:

- Personally relevant
- Politely introduced
- User initiated
- Watch full screen

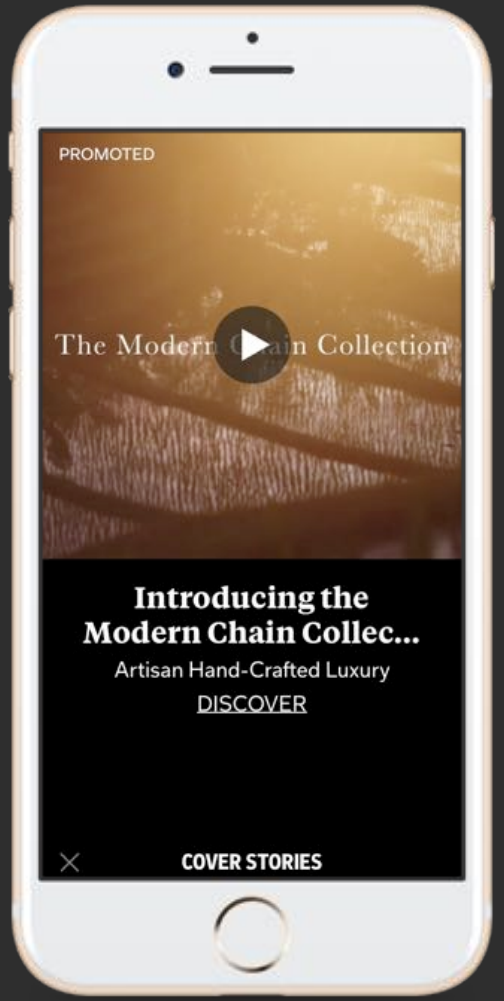


Flipboard

Flipboard Success Story

JOHN HARDY

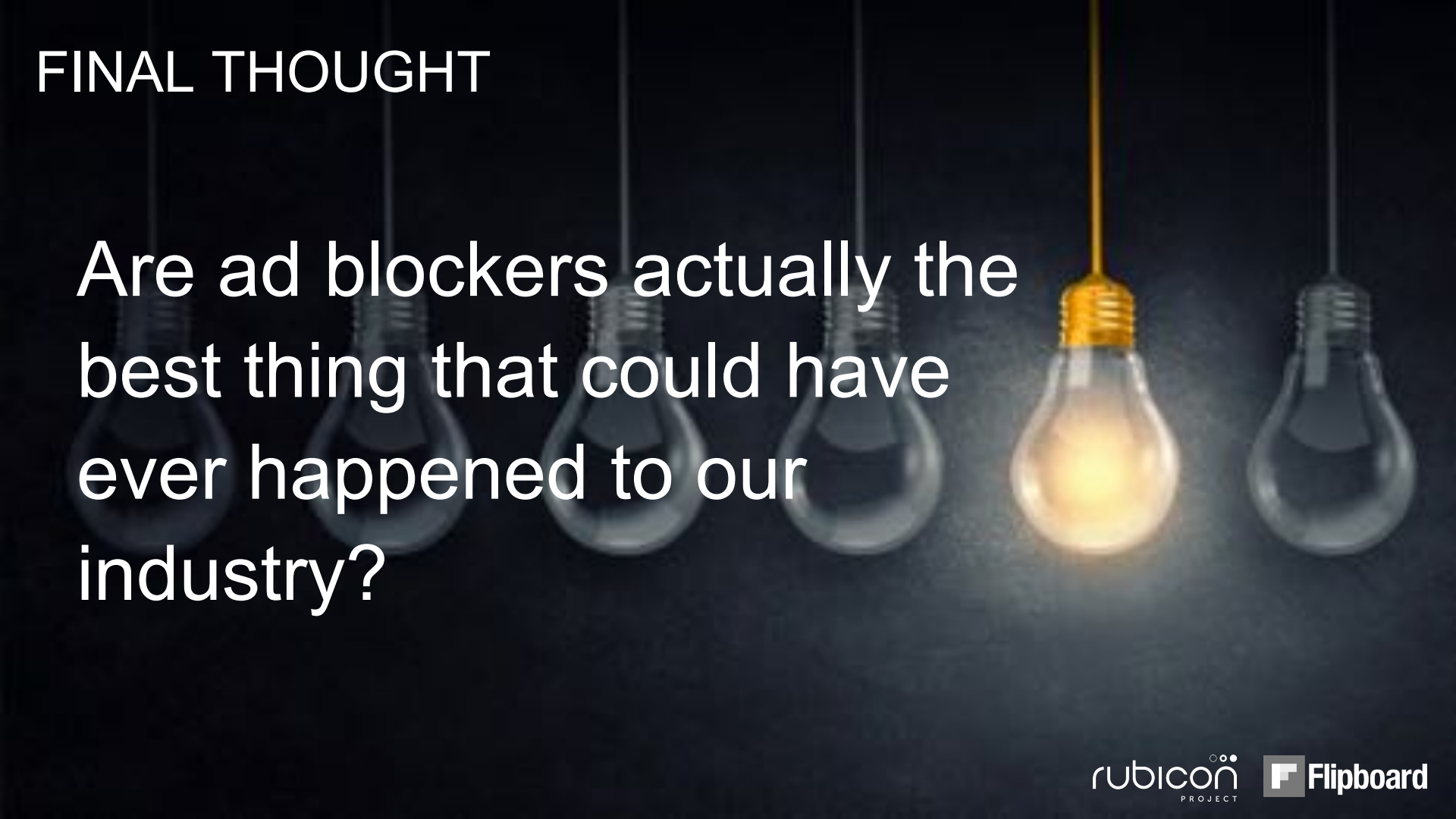
The John Hardy video experience on Flipboard had an engagement rate of **1.43%** that was **1.6x** our internal benchmark (0.90%) and **2.5x** than the industry benchmark (0.56%).



MOBILE ADS GET PERSONAL AND PASSIONATE THROUGH VIDEO

Flipboard

FINAL THOUGHT



Are ad blockers actually the best thing that could have ever happened to our industry?

rubicon PROJECT Flipboard