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Leading the Automation of Advertising



Automating Mobile Video Advertising

John Peragine, Head of Video


LOEW'S
VALENCIA
NEW SHOW
EVERY
WEDNESDAY
THE PIRATE
JUDY GARLAND - GENE KELLY
ADVENTURES of CASANOVA
LATE
EVERY
& SATU
JUDY GARLAND
GENE KELLY
the PIRATE
Adventures of CASANOVA
NOW SHOWING
Comfortably
COOL
Loew's

Consumer Behavior Continues to Change:

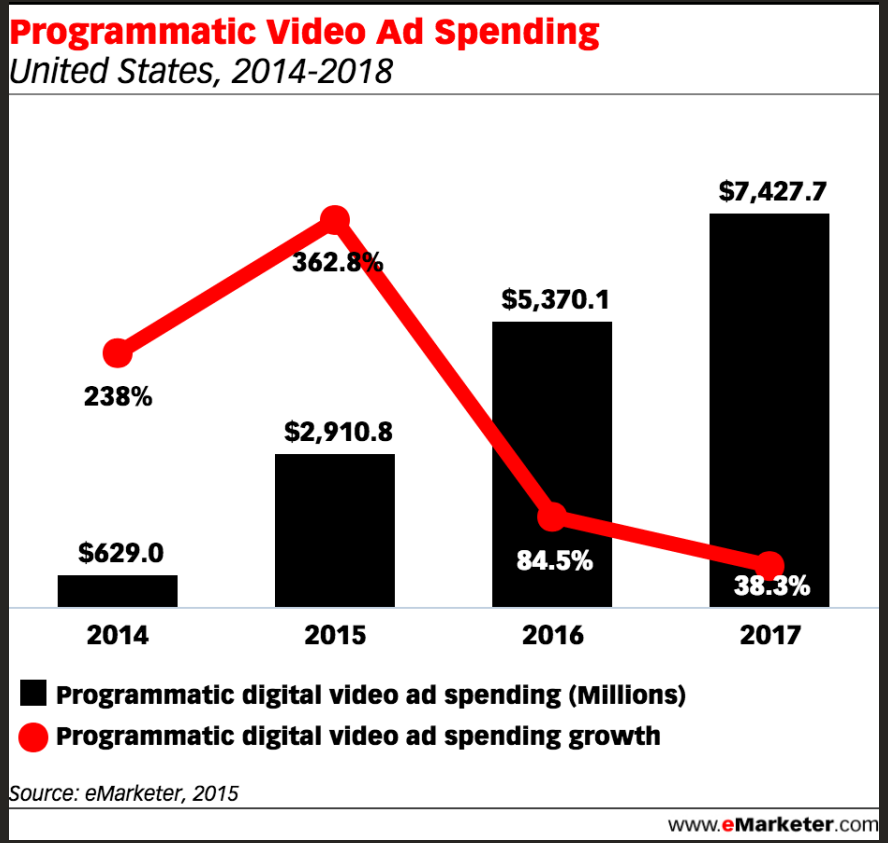
- 25% of time spent watching video is now digital (desktop and mobile)
- 90% of millennials watch some TV online weekly, as do 58% of older adults
- 23% of adults watch TV show clips on their phones



Source: eMarketer, April, 2015

Programmatic Video Taking Off!

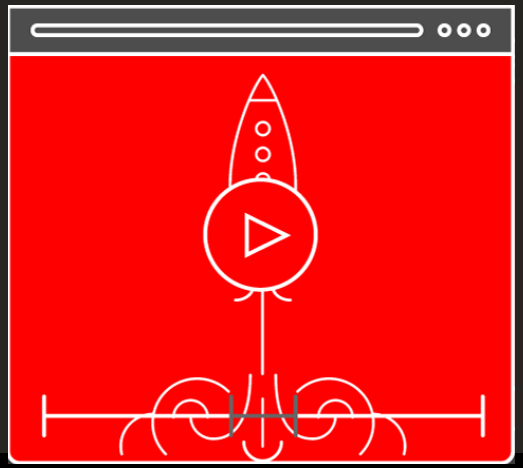
- Programmatic video will hit $5.37 billion in 2016.
- That is more than 50% of total predicted digital video ad spend ($9.59 billion)



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The forecast is clear for continued growth

Category	2016	2017	2018	2019
Online Video	$9.8 Billion	$11.1 Billion	$12.5 Billion	$13.4 Billion
Mobile Video	$8.7 Billion	$13.5 Billion	$18.5 Billion	$25.7 Billion





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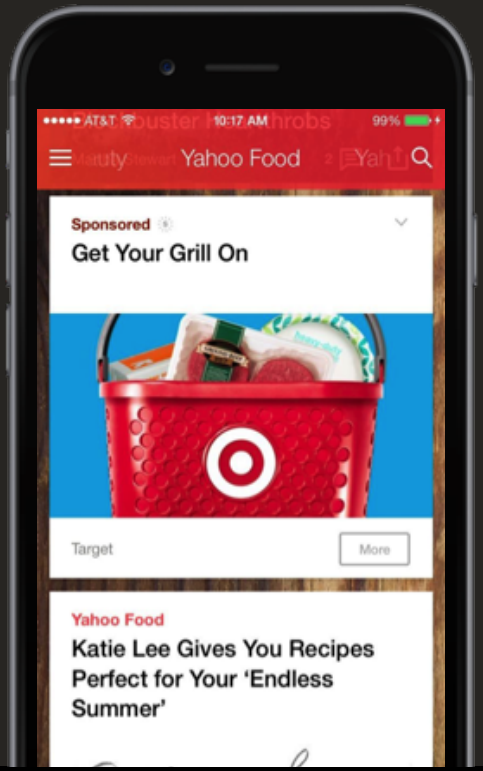
Long-form, episodic video:

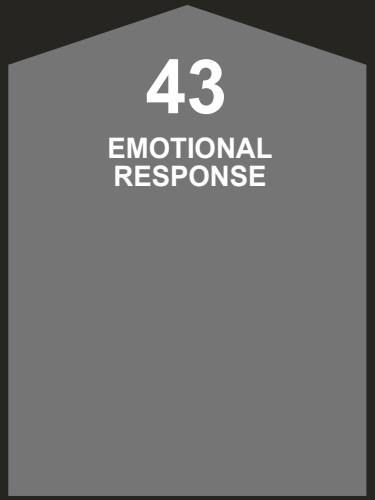
- Feels like a TV sponsorship opp. otherwise sold in an upfront
- Pre-roll, mid-roll, post-roll, etc. for total creative freedom
- With all of the convenience, cost-efficiency and performance of a programmatic buy



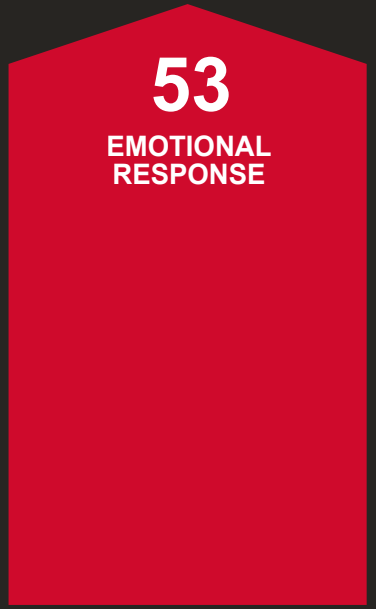
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Ads achieve more emotional response on Smartphones vs. TV





TV Ads



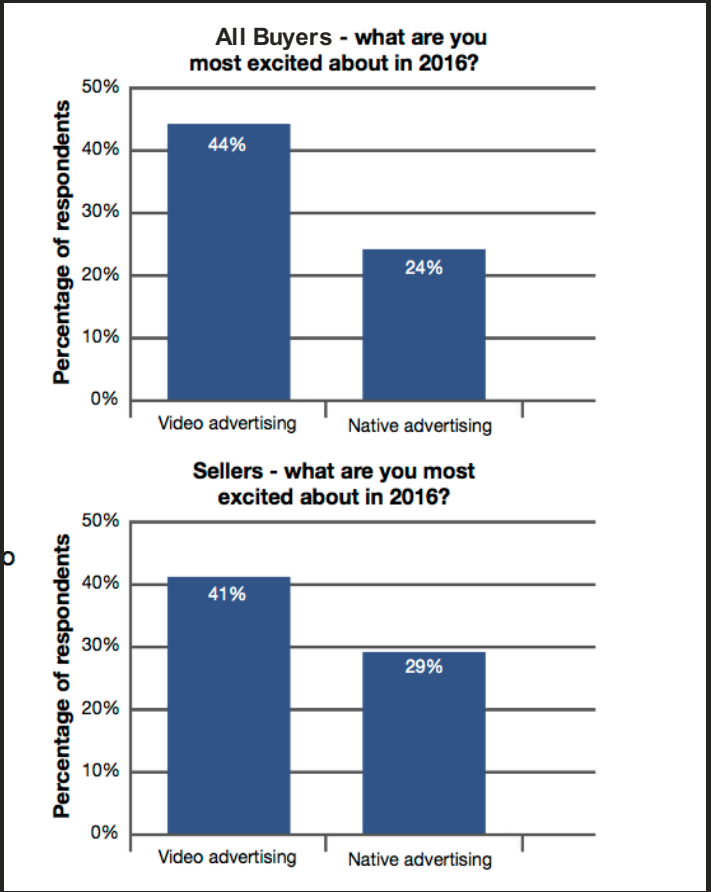
Smartphone Ads

Source: Nielsen Biometric Day in the Life

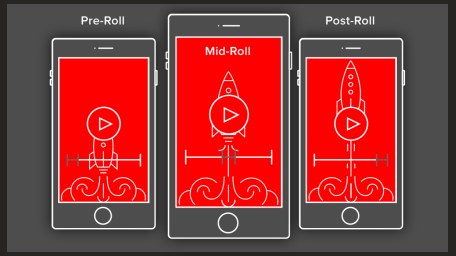
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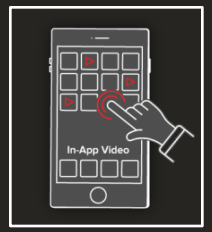
And both buyers and sellers say they are more excited about video

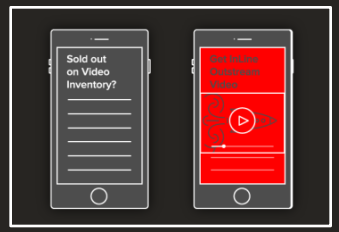
- 100% of buyers in North America, APAC, and LATAM expect to increase spend on mobile video in 2016
- 90% of buyers in EMEA expect to increase spend on mobile video in 2016
- 44% of all buyers, and 41% of sellers are most excited about video in 2016

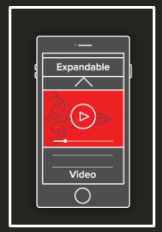


Automating Nine Varieties of Mobile Video

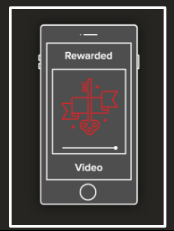
















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Made for Mobile



Vertical

Up to 9x completion rate compared to horizontal mobile video

Source: Snapchat internal data



Case Study:
Frozen Food CPG
Mobile Video With The Trade Desk

Advertiser Brief

- Advertiser was looking to increase brand awareness among their target audience of millennial men
- Additionally, advertiser wanted to optimize towards a high VCR for their In-App Video Ads

TTD's Solution

- In order to reach the advertisers target audience, TTD built a variety of custom NinthDecimal segments including millennial dads and millennial men who frequent fast food restaurants.

The Results

- After implementing TTD's Behavioral Targeting strategy, the advertiser consistently saw a ~79% VCR on their In-App Video ads throughout the entirety of the campaign.

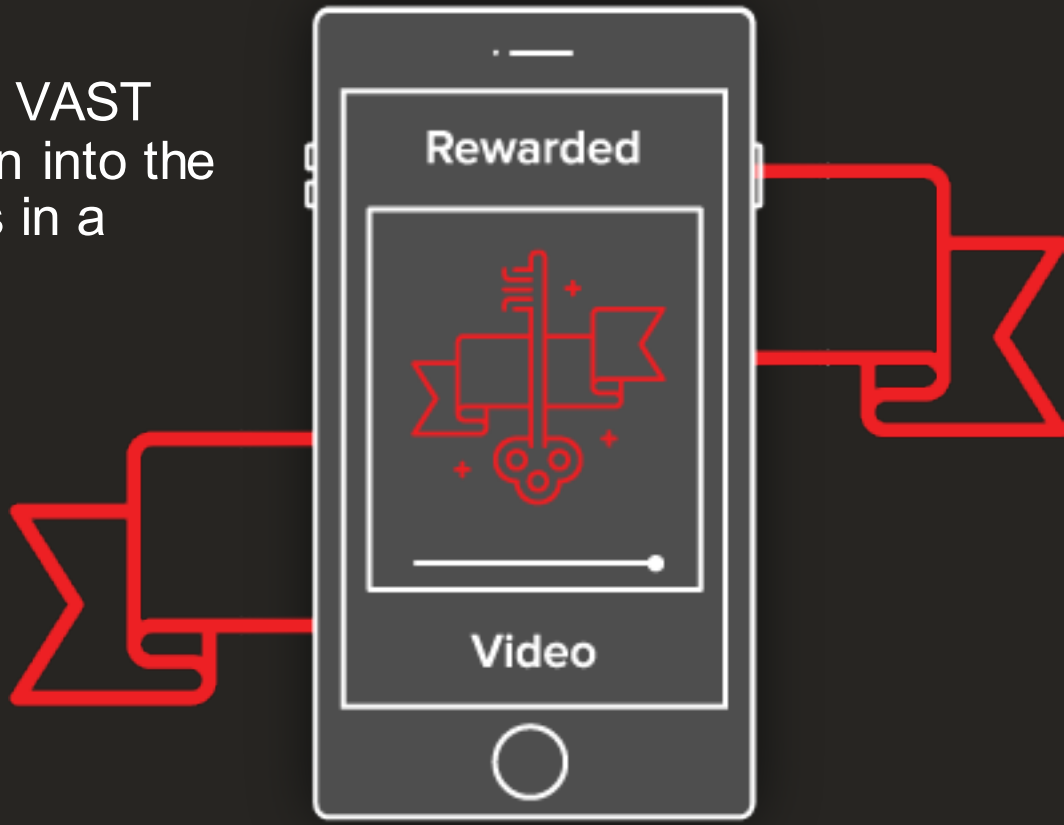
theTradeDesk

Rewarded Video

Rewarded / user opt-in video is a VAST video ad that is seamlessly woven into the app experience at relevant points in a consumer's journey

Benefits

1. 100% User opt-in
2. 100% Viewable
3. 2.5X Engagement rates
4. 90+% completion rates



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Case Study: Rideshare Operator uses opt-in video to drive app installs



OBJECTIVE:

Drive installs of a leading car booking app in the US on Android at lower CPI

SOLUTION:

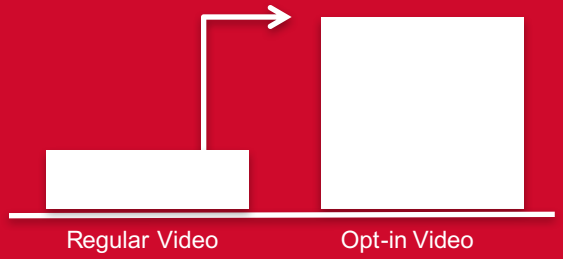
InMobi delivered the campaign via a mix of interstitials, video and opt-in videos across audiences who were identified as travelers and “date-nighters” on Android devices

RESULTS:

InMobi delivered on the campaign objectives. Opt-in video ads delivered the highest CVR

2.5X

Higher CVR for Opt-in Video



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Thank you

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