



Online Video

Boosting branding and conversion



DELTA PROJECTS

Online Video

Video is an inventory source that has been available in the Delta DSP for some time now, and the results of video campaigns have overall been even better than expected. Online video today is, together with mobile display, the fastest growing online media type - replacing online display advertising and introducing TV commercials to the online arena.

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Advertising options

Online videos offer various advertising options; ranging from in-line video ads, displayed at different display sequences, with lengths between 5 and 30 seconds, to new advertising formats involving in-banner video's (extending flash banners to the next level of professional video with expandable video player windows), in-video banners (overlay banners displayed in the video player while playing) and non-spot advertising (in-video content branding).

Because of the unique characteristics, online video's do offer a wide range of options in (re)targeting including geo-targeting (mobile), content/interest area, connectivity (Wi-Fi, 3G, 4G) and Delta Projects' profiles but also in cross-platform/ad-format frequency capping and targeting, video positions, A/B testing and viewability (% completed video views, VAST2.0 support required) levels.

As the Delta Projects DSP and DMP platforms are fully integrated, profile optimization on display media and profile targeting on video media could be linked. Imagine targeting an online display campaign to all twins of those who watched your product introduction of branding video.

Glossary

Pre-roll: Your material is played before the video

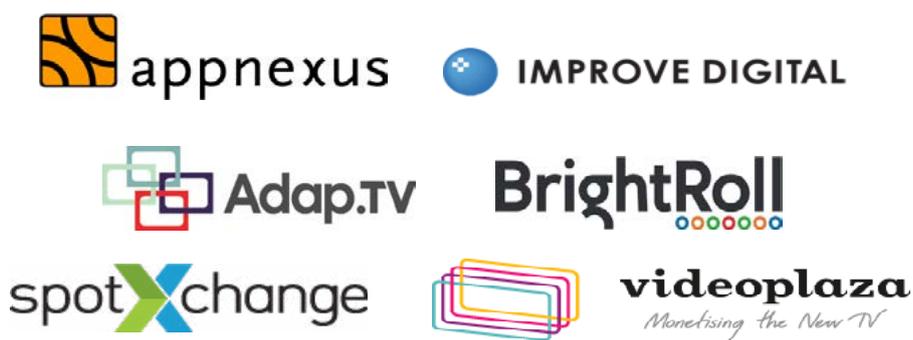
Mid-roll: Your material is played in the middle of a video clip

Post-roll: Your material is played after a

Delta Projects is continuously working on expanding its unique combination of available inventory with cutting edge audience-, targeting- and display options and interactions.

Inventory

SSP's like AppNexus and Improve Digital, or made available by online video specialist exchanges like Adap.TV, Bright-Roll, SpotXchange, and Videoplaza. Delta Projects is continuously working on expanding its unique combination of available inventory with cutting edge audience-, targeting- and display options and interactions.



Performance

Wondering if the higher pricing (compared to IAB Display Formats RON) and production costs are really worth the trouble? They certainly are. Just see these results from the Pointroll 2013 benchmark report*:

- 30" in-stream video commercials deliver average CTR's of 0,46% and up with Travel and Finance exceeding these levels by rendering average CTR's up 0,97%. Rich Media flash banners offer average CTR's of 0,12%. Online Video outperforms Rich Media by at least 3,8 times in response rates. Early interactive online video campaigns have already demonstrated CTR's of 1,9%.
- Online Video in Second Screen planning schemes has demonstrated to be the perfect support- and conversion media to TV Commercials. Improving brand recognition with the designated target audience at the right time, will at least double the number of conversions.
- Expandable video player windows from standard banner positions will deliver any advertiser 39,7% more viewing time.
- In-stream video ads offer completion rates of 77% and above: the full branding message will most certainly be conveyed.
- A major portion of all online video's, especially *Fun & Entertainment, Finance, Product Information, Travel and News*, is already delivered to mobile platforms today. 54% of all mobile users will notice and respond to online videos. With the availability of 4G spreading the globe, the demand for mobile online video clips from apps and mobile sites are exploding at the same rate. We no longer experience yesterday's dependency on Wi-Fi connections that limited mobile video completion rates.

Conclusion

As larger publishers are rapidly deploying their content in online video formats, advertisers should take advantage of the demonstrated higher viewing and recall rates of online videos. Technology is providing the means to view online video content any time, any place. New presenting, planning, targeting, tracking and interaction options and ad formats are introduced with the exploding available inventory.

Online Video will boost branding and conversion!

Please contact your [local Delta Projects](#) representative to get the latest update on availability and what would be the best strategy for your campaign.



Delta Projects

Delta Projects develops smart campaign management solutions for efficient online advertising. Delta Projects “Campaign Management Platform” is based on a Demand Side Platform (DSP) with added IQ and built-in Ad Hosting (Ad Server). The integration to the company-owned Data Management Platform (DMP) serves as base for Delta Projects self-developed behavioral targeting technology and unique way of analyzing data. It is a programmatic buying system with Real-Time-Bidding (RTB) technology closely integrated to all major ad exchanges, Supply Side Platforms (SSP) and its own local media inventory.

Delta Projects “Campaign Management Platform” is a timesaving online tool with functionalities supporting most parts of a traditional media plan; such as planning, buying, optimizing and reporting. Delta Projects’ offer also includes training, managed campaign services and personal support.

Delta Projects, founded 2002 in Stockholm, has a long history of introducing new technology to the market. The company has a strong presence in northern Europe with local offices in Sweden, Norway, Denmark, Germany and the Netherlands offering local media-deals and local support. John Lilja is the founder and CEO.

For more information visit www.deltaprojects.com



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