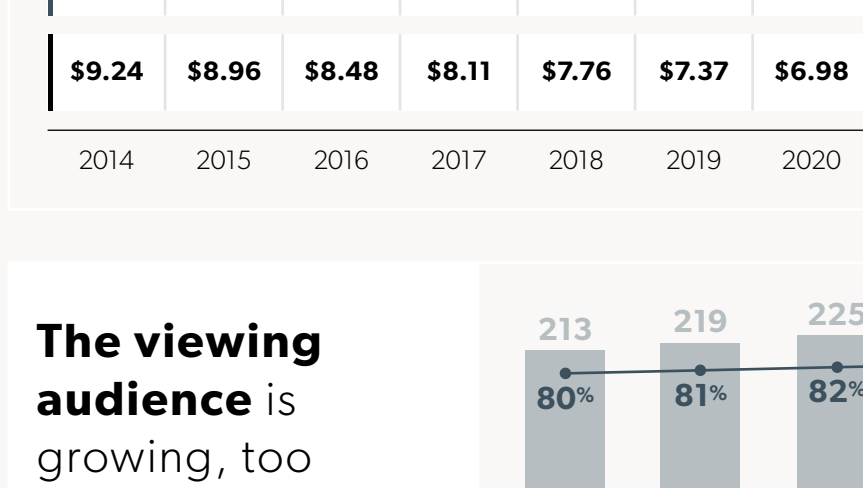
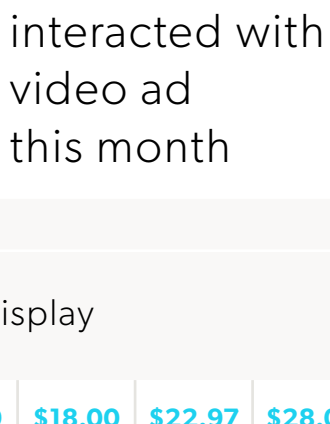
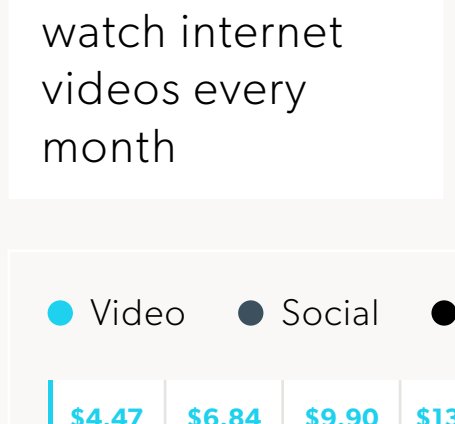




Get Smarter About Video Campaigns

+ ▶ WHY DOES VIDEO MATTER SO MUCH?

01 It's Where Your Consumers Are

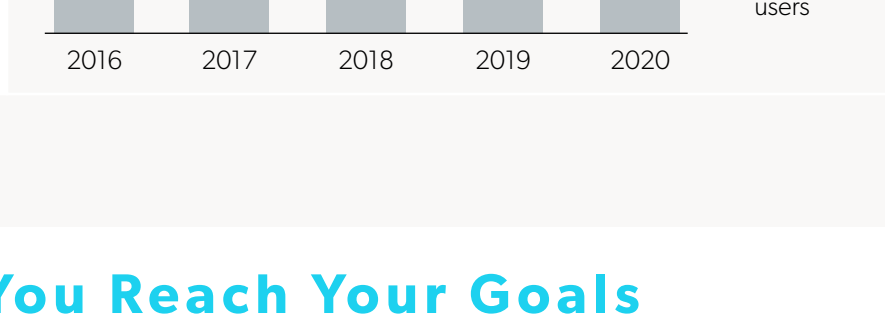


As more digital marketers turn to video, **spending** is growing faster than every other format

US Digital Ad Spending, in billions, 2014–2020

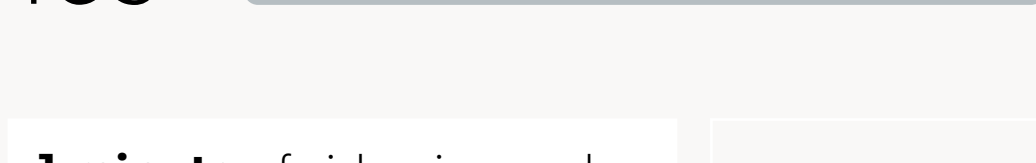
The viewing audience is growing, too

US Digital Video Viewers and Penetration, 2016–2020



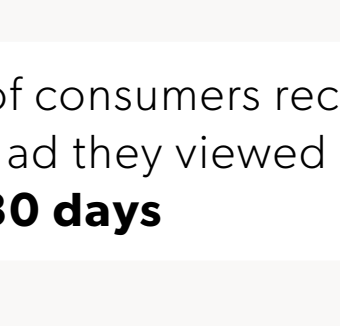
02 Video Helps You Reach Your Goals

Enjoyment of video ads drives:



1 minute of video is equal to **1.8 million words**

1 MIN
1.8M




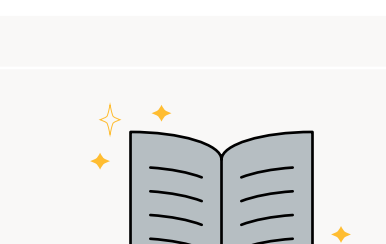
80% of consumers recall a video ad they viewed in the past **30 days**

+ ▶ CREATIVE BEST PRACTICES

03 7 Keys To Building A Successful Video

Tailor your story to your **audience.**

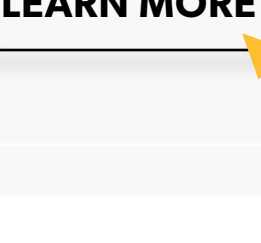
1 



2 Invest in **production.**

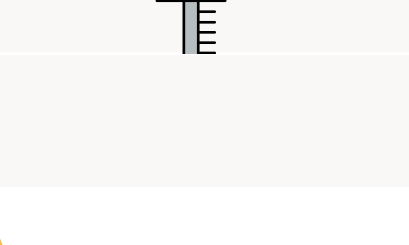
Use **the first few seconds** wisely.

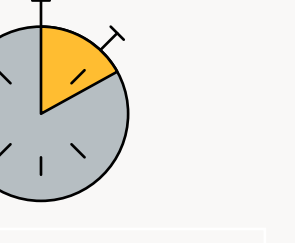
3  10, 9, 8...



4 Focus on **storytelling.**

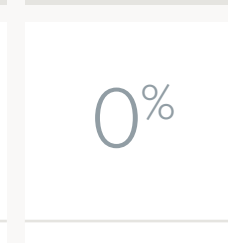
Tell your story with and without **sound.**

5 



6 Add a **call to action**, so it's clear what to do next.

Use "billboard text" that's **7 words or less.**

7 

04 Capture Attention Right Away



Even **3 seconds of video is effective**, and 10 seconds is even better.

	Ad Recall	Brand Awareness	Purchase Intent
IN 10 SECONDS OR LESS			
Never Watched Video Ad	0%	0%	0%
3 Seconds of Video Ad	47% INCREASE	32% INCREASE	44% INCREASE
10 Seconds of Video Ad	74% INCREASE	65% INCREASE	72% INCREASE

05 Be Relevant and Entertaining

What makes viewers less likely to skip a video ad?



+ ▶ CONVERSANT'S TOOLS FOR VIDEO SUCCESS

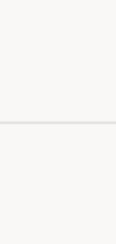
06 Our Commitment to Video

Our innovative solutions address all your video needs.



PERSONALIZATION

Personalize your creative.



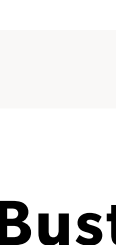
CROSS-DEVICE

Increase your cross-device reach of people.



DEMOS

Measure against GRPs like TV budgets.



BRANDING

Align your brand message with the right content.

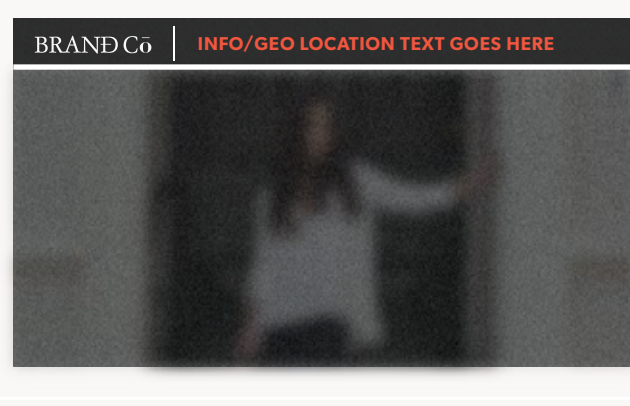


TV TO ONLINE

Reach and reengage TV viewers.

07 Our Creative Video Enhancements

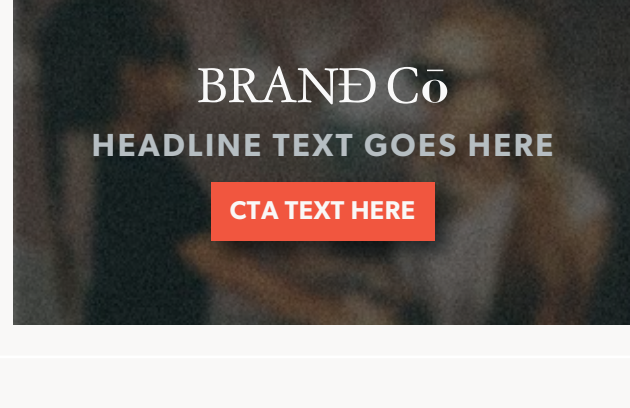
▶ **Skip Buster**
Add early, persistent branding



▶ **Brand Tab**
Logo flips to reveal CTA



▶ **Info Bar**
Pops up to show promo text, nearest store location, etc.



▶ **Product Cards**
Personalize product images based on each viewer's buying behavior



▶ **End Card**
Animated logo and CTA



Want to learn more about video?

Visit conversantmedia.com/video