

Why use Dynamic Video Advertising?

CAPTIVATE: ADD ONLINE TO TV ADVERTISING

With Mixpo's technology, advertisers can transform existing 15 or 30 second commercials, as well as static assets into powerful online video advertising; these ads bring together the emotive power of TV with the relevance of smart internet technology.



THE POSSIBILITIES ARE ENDLESS: HOW DYNAMIC VIDEO ADVERTISING CAN BE USED:

- ▶ Auto: Dealerships can test offers and recruit test drives.
- ▶ Banks: Send viewers to the nearest branch.
- ▶ Retailers: Offer direct-to print coupons.
- ▶ Restaurants: Share specials with friends.
- ▶ Pharmaceutical companies: Provide direct-to-download side effects.
- ▶ Advocacy groups: Gather signatures for petitions.
- ▶ Travel: Deliver different ads based on location and time of day.
- ▶ Political: Display real-time messaging with a live Twitter feed.

Move existing assets online quickly and easily in a way that delivers a more interactive, effective and relevant ad.

TRANSFORM: TAKE YOUR TV CAMPAIGN ONLINE.

With Mixpo there is no need to create new assets (video, images, etc.) to take your TV campaign online. Mixpo takes existing assets and quickly, easily transforms them into online video advertising.

ENGAGE: INTERACT AND INFORM.

Online video ads have interactive elements that encourage viewers to interact with the ad and advertiser. Such interactions include:

- ▶ Social media sharing
- ▶ Printing coupons
- ▶ Finding nearest retail outlets

EXCEED: INCREASE EFFICIENCY. GET GREAT RESULTS.

Get better results beyond typical display banner performance. These video ads are watched **10x** more than display banners are clicked on. Using this technology - from creating ads to managing a campaign - is minimal. So, your advertising dollars work smarter and harder to deliver beyond your expectations.

LEARN: IMPROVE PERFORMANCE.

Understand more than interactions and exposure to a campaign or brand - learn which messages deliver increased engagement, understand which calls to action promote sharing, know what messages best drive conversion. Use campaigns to test messaging for more than online video advertising - results and reporting can be used to inform development of additional campaign components for TV, print and more.