

RADIUMONE™ Video Advertising

Digital branding that builds awareness across multiple screens

Sight, sound and motion are the core elements of deep brand association -- that's why digital video ad campaigns can be a great way for brand advertisers to build product awareness and consideration with customers and prospects online. To truly drive branding objectives with digital video, marketers must start with engaging creative, then develop deep audience insights and find the right users on sites and apps best suited to complement the message -- all with measurable results. RadiumOne supports these needs by delivering video campaigns that users watch on all their digital screens. With completion rates of 72% on web and 85% in-app, RadiumOne provides measurable engagement and results for video advertisers.

The RadiumOne approach to digital video branding:



Identify

Identify the consumer signals that matter by pairing our audience data with your user data.



Predict

Predict the campaign tactics that will drive the biggest impact at the lowest cost.



Activate

Activate those data and predictions by delivering targeted messages to consumers who matter, and making it accountable and measurable to brands.

Why RadiumOne for Video?

Guaranteed measurement and tracking of video campaign success

Marketers can run tracking pixels from comScore vCE and Nielsen DAR on their video ads to help measure demo-validated delivery, allowing brands the option of only paying for impressions delivered against the intended audience. comScore and Nielsen can provide reporting on in-demo performance, which can be combined with RadiumOne's data to provide the full scope of the campaign's target audience.

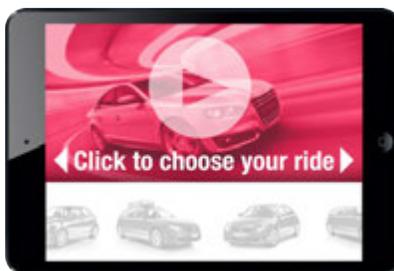
Marketers can also get viewability reports from DoubleVerify and Moat to ensure delivery of their video ads is meeting the brand advertiser's in-view standards.

Innovative ad formats

RadiumOne helps marketers leverage the latest video placements and formats, including Pre/Post-Roll, Interactive, Click-to-Play, Auto-Play, Rollover-to-Play and IAB Rising Stars. Video ads can be either 15 or 30 seconds long. A recent study shows that 30 second ads are better in terms of connecting a customer to the story that the brand is trying to convey.



Pre-roll



Interactive



Click to Play
(and many more)



Hosted video options

Marketers can either host their video ads with RadiumOne or continue using their own video hosting solution.



Complementary partner video creation

RadiumOne offers many formats and options that allow marketers to deliver their message in the most creative way possible. We work with Innovid, Sizmek, Celtra and Flashtalking to create high performance video ads that captivate and connect with targeted audiences.



Run campaigns across the best inventory available

RadiumOne's technology optimizes the performance of a marketer's video campaign by delivering ads across inventory that works best for their brand goals and will ultimately drive viewership. Whether it's in-app inventory for mobile and tablet or on the web for desktop.



Evaluate campaign performance

RadiumOne works with marketers to help them meet their campaign goals and can deliver on the metrics and pricing points that matter the most to them.

The following pricing and metrics/measurement options are available on video:

Pricing Options

- CPM
- vCPM
- tCPM
- CPCV

Metrics and Measurement

- Impressions
- Clicks/CTR
- Conversions
- Video Starts
- Completion Rate
- Player size
- Views By Quartile (25, 50, 75, 100)

Partnerships

Video Exchanges:



In-Demo / Viewability Guarantees:



Ad Servers:



To learn more about RadiumOne's video advertising solutions, contact us at:

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RADIUMONE™

San Francisco, Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York City, Sunnyvale, Copenhagen, London, Milan, Oslo, Paris, Singapore, Sydney, Toronto