

Advertising online works, video makes it work better

AUDIENCES ARE "GETTING THE MESSAGE" WITHOUT CLICKING

Impressions are valuable. A whopping 86 percent¹ of internet users don't ever click on display ads. And, yet, exposure to display ads drive a 46 percent lift in visits to websites and a 38 percent lift in searches for an advertisers brand².

THAT SAID, NOT ALL ONLINE ADS ARE CREATED EQUAL

Rich media with video is twice as effective as static banner ads for driving brand favorability, and almost three times as effective for driving purchase intent. Sight, sound, and motion provide an experience for and create a connection with viewers that can't be beat.

Online video ads drive your message home.

Extend your TV spot to the web

Combine the impact of your TV spot, or your photo and video assets, with the tremendous interactive capabilities of the web. Add dynamic targeting and the ability to swap messages in real time. Build it easily and launch your campaign in just days. That's the Xspot.

A rich user interaction contained within your ad

Within the Xspot video ad, you can deliver both a powerful message and a rich experience. Use your high-quality video to engage, educate, and capture viewers' imaginations. Use Mixpo's overlays to initiate conversations and encourage actions: Take a poll. Download a coupon. Find the nearest retail outlet. Redirect to more video. Link to social media.



INTERACTIVE FEATURES

- » **Custom overlays:** Create custom calls-to-action with text, image, and video overlays.
- » **Social media:** Encourage viewers to send to a friend and link to blogs, Facebook, Twitter, and more.
- » **Polling:** Engage viewers with questions and polls right inside the Xspot.
- » **Forms:** Use built-in forms to capture user information and create audience lists.
- » **Telescoping:** Offer viewers the chance to drill deeper by branching to other videos within the same Player.

DYNAMIC TARGETING

- » **Rapid Response:** Respond immediately to campaign developments, swapping messages in minutes, without having to retraffic ads.
- » **Optimize your messages, automatically:** Test multiple ad creatives, and then automatically eliminate poor performers.
- » **Geotarget:** Target different messages and creative by DMA, zip code, or area code.





Xspots in practice

With Xspots, a regional automobile association can leverage high-quality TV spots to promote local specials, and drive viewers to individual dealerships.



VERSION 1 promotes a factory rebate in Kirkland



VERSION 2 promotes a leasing option in Renton

YOU CAN ANSWER CRITICAL QUESTIONS LIKE:

1. How many people watched my Xspot? For how long?
2. What's the cumulative exposure to my brand?
3. How many people completed a form? Sent to a friend? Downloaded a coupon? Clicked through to a landing page? Purchased a product?
4. How many people converted and what's the cost per conversion?

Campaign insights put you in the driver's seat

Mixpo gives you a top-line view of your campaign data in an easy-to-understand format. Or, you can delve into Advanced Analytics to generate and download custom reports. It's your choice. You get the decision-making information you need at the time you need it.

Xspots are easy. Launch your campaign in just days.

We know that it's challenging to get rich media campaigns off the ground. They're expensive and complex. But we also know video works because consumers respond. That's why we make developing Xspots extremely easy and affordable to do. Talk to us today about getting your campaign up and running.



Let's talk.

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