

SHOWCASE YOUR PRODUCTS AND SERVICES WITH TARGETED VIDEO ADS

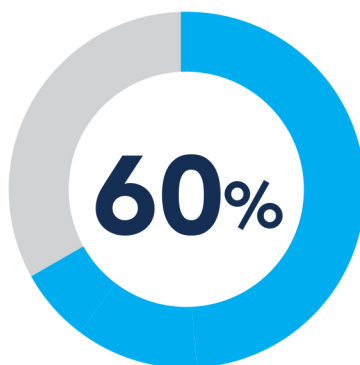


63% of consumers are more likely to purchase your product after viewing a video ad.¹



Highly-targeted for your business needs

Your customers spend 5.5 hours a day watching video.³ Target your audience by location, behavior and demographics, and reach them on the sites and apps they view no matter what device they use.



Enhance your advertising program with a professionally designed pre-, mid- or post-roll video. Nearly 7 out of 8 Americans watch online video¹ and online advertising not only delivers excellent ROI efficiency, but also increases the ROI of TV campaigns by as much as 70%.²



Engaging: Pages containing video ads have fewer distracting elements, deeper engagement and longer page view times.



Front and center: Capture attention for your brand with sight, sound and motion. Push your message to the forefront and make an impact.



Full-service: Our team of designers develop the video from concept to production, or can repurpose assets from your social media channels or TV advertising.

Sources:

¹U.S. Digital Future in Focus 2015, comScore, 2015; ²An ROI Analysis of the FMCG Sector, Microsoft Advertising, 2012;

³US Adults Spend 5.5 Hours with Video Content Each Day, eMarketer, 2015