



Interactive video 2023

Enrich & Engage with Adways Interactive video formats



DIGITAL VIDEO IS EVERYWHERE

The Whole World Is Streaming video. Linear television is dead in 10 years from now and streaming media will be increasingly consumed through streaming platforms. We all love video and we want more of it everyday.

And this is where brands want to be with their attention grabbing ads.

VIDEO INVENTORY TRENDS



CPM are on the rise

Due to Apple's privacy changes, increased privacy legislation, and the demise of third party cookies, CPMs are up 36%- 85% YoY.

Source [BI](#)



Demand is on the rise

In NL the demand for video advertising is growing and spend is rising YoY 14-34%

Source VIA Ad spend study 21-22



Inventory is scarce

Demand is up, but online supply is not and a lot of it is part of a linear TV package resulting in online video creatives just being TVC's transported to online.



CTV is still ignored

While CTV is in its infant stage in Europe, beware this will replace TV as we know it in a few years. Tech protocols coming from OLV will be the new standards for TV as well.

CHALLENGES WITH ONLINE VIDEO CREATIVES

90%

SKIPPED

Video Ads are skipped when possible.

34%

BOUNCES

After clicking video ads.

46%

UNSEEN

A lot of video ads are never seen.

95%

STATIC

Most online video ads are not interactive in nature.

A CREATIVE STUDIO FOR NEW VIDEO FORMATS

INNOVATIVE FORMATS

Enrichment, Interactivity, Unique

CROSS-DEVICE

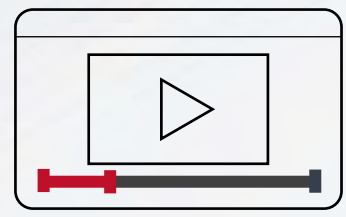
Mobile, Tablet, Desktop

ENRICH AND ENGAGE

Visibility (90%) et engagement (+1%)



What type of formats are there ?

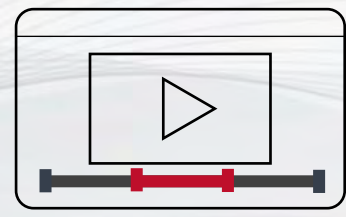
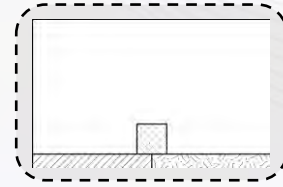
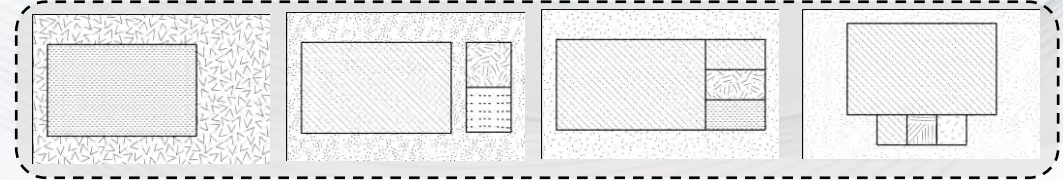


Preroll
Linear

Skin Preroll

Seekbar

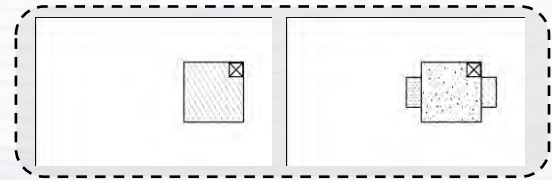
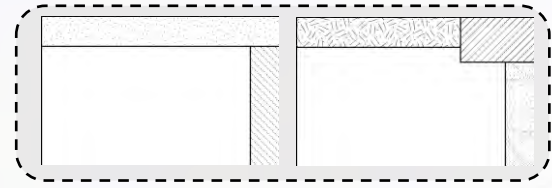
Skeep



InVideo
Non-linear
Coming to NL soon

Skinroll

Inkroll



SKIN PREROLL

PREROLL

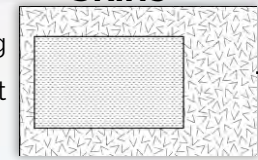
PROBLEM
The advertiser's message is expressed in 20/30 seconds of video.

SOLUTION
The Skin Preroll displays the video's message in the first second.

PERFORMANCE
+ 50% clicks
+ 50% completion

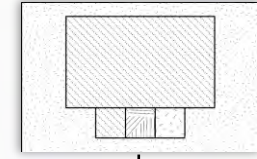
Skins

A layer of engaging content



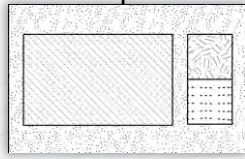
Ad Selector

Interact & select the best ad option



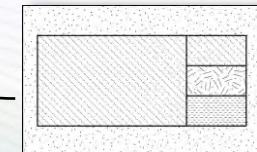
Easy navigation options without video interruption

Slider



Multi-video

Showcase multiple video's



Click image for example

SKINNED preroll

A skinned preroll comes in different forms: Hockeystick, Fireplace or Frame or interactive slider and all have interactive call to actions.



Goal

High viewability and sharing more info



Solution

Skin with display content

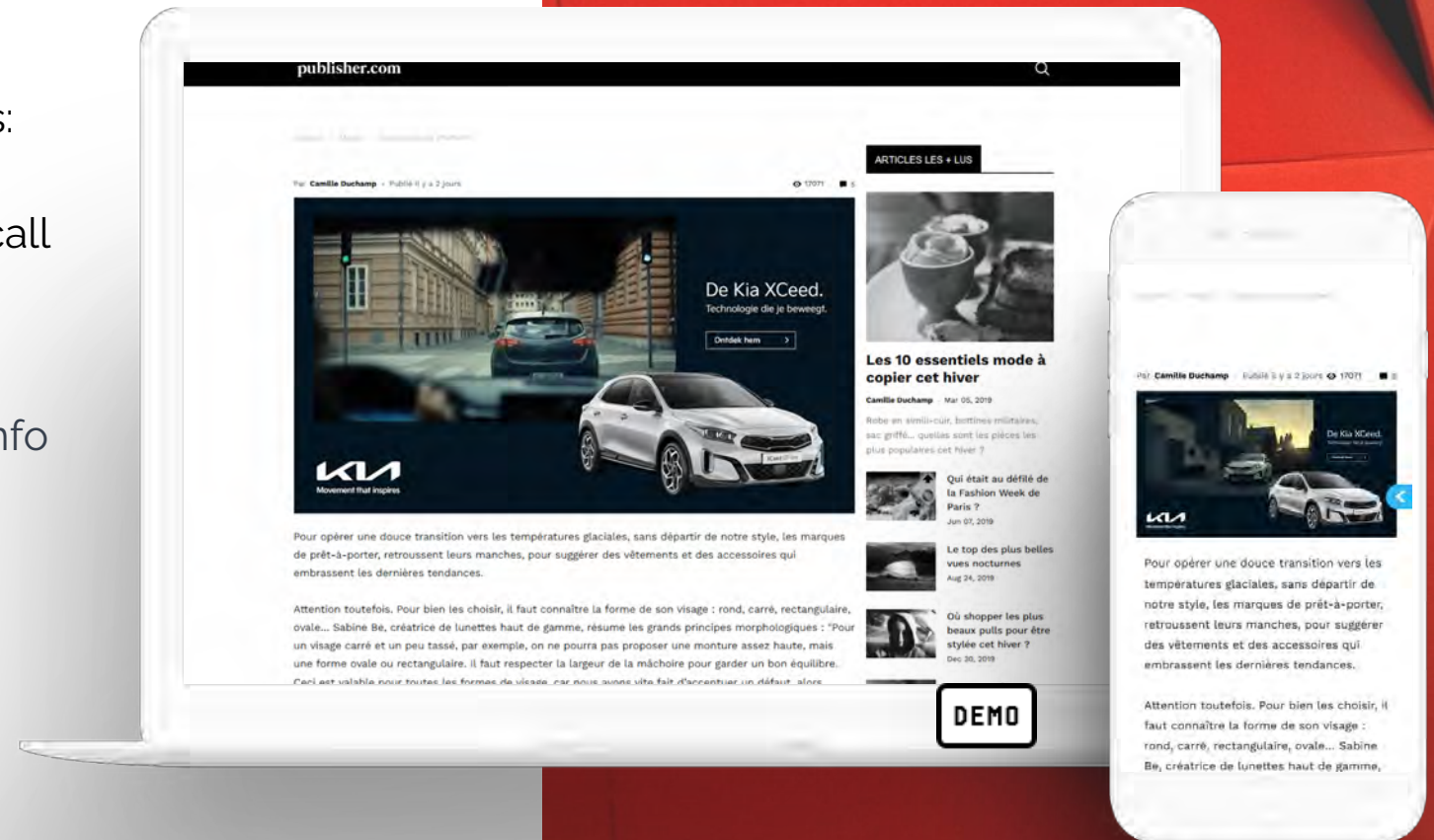


Performance

CTR ++

Viewability +++

Engagement ++



SKINNED preroll APTO

Take advantage from your Easy APTO assets and combine the header and skins with a video.



Goal

High viewability



Solution

APTO with video

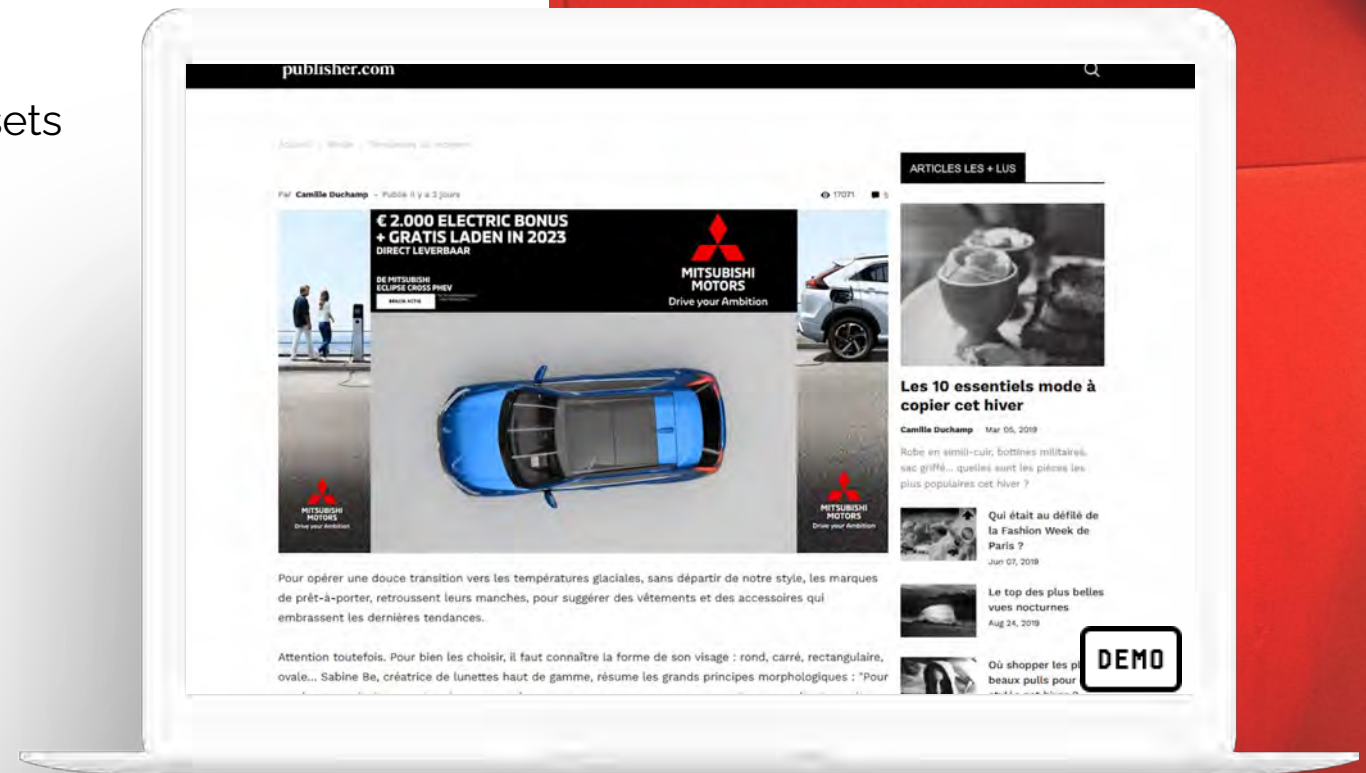


Performance

CTR ++

Viewability +++

Engagement ++



SKINNED preroll SLIDER

A skinned preroll comes in different forms: Hockeystick, Fireplace or Frame or interactive slider and all have interactive call to actions.



Goal

High viewability



Solution

Skin with interactive slider

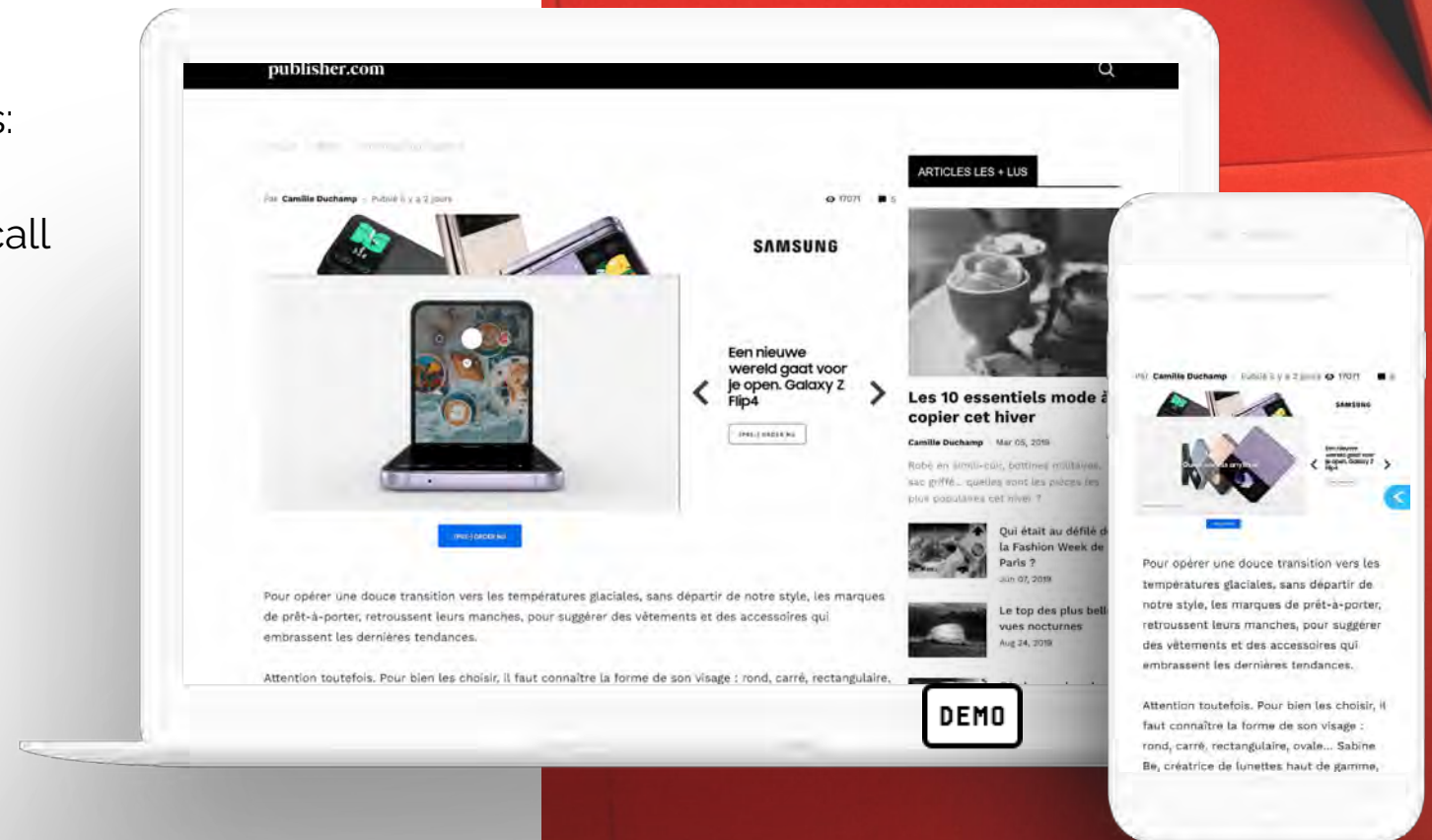


Performance

CTR ++

Viewability +++

Engagement ++



MULTI video preroll

Multiple Video to showcase everything you got. Skippable but pleasant!



Goal

Multiple videos to showcase



Solution

Select multi videos

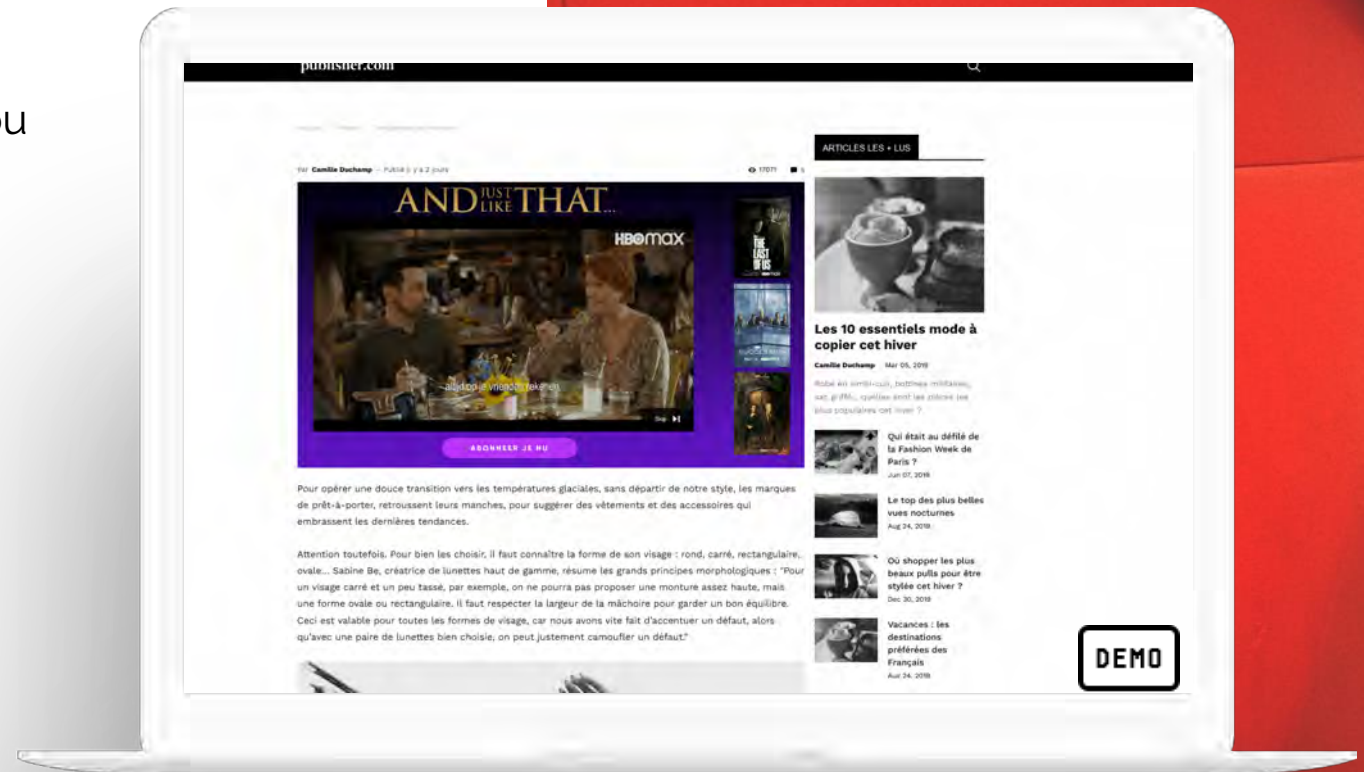


Performance

CTR ++

Viewability +++

Engagement +++



SEEKBAR preroll

Brand the progress bar of the video and use CTAs



Goal

Improve VTR



Solution

Brand the progress bar and CTA

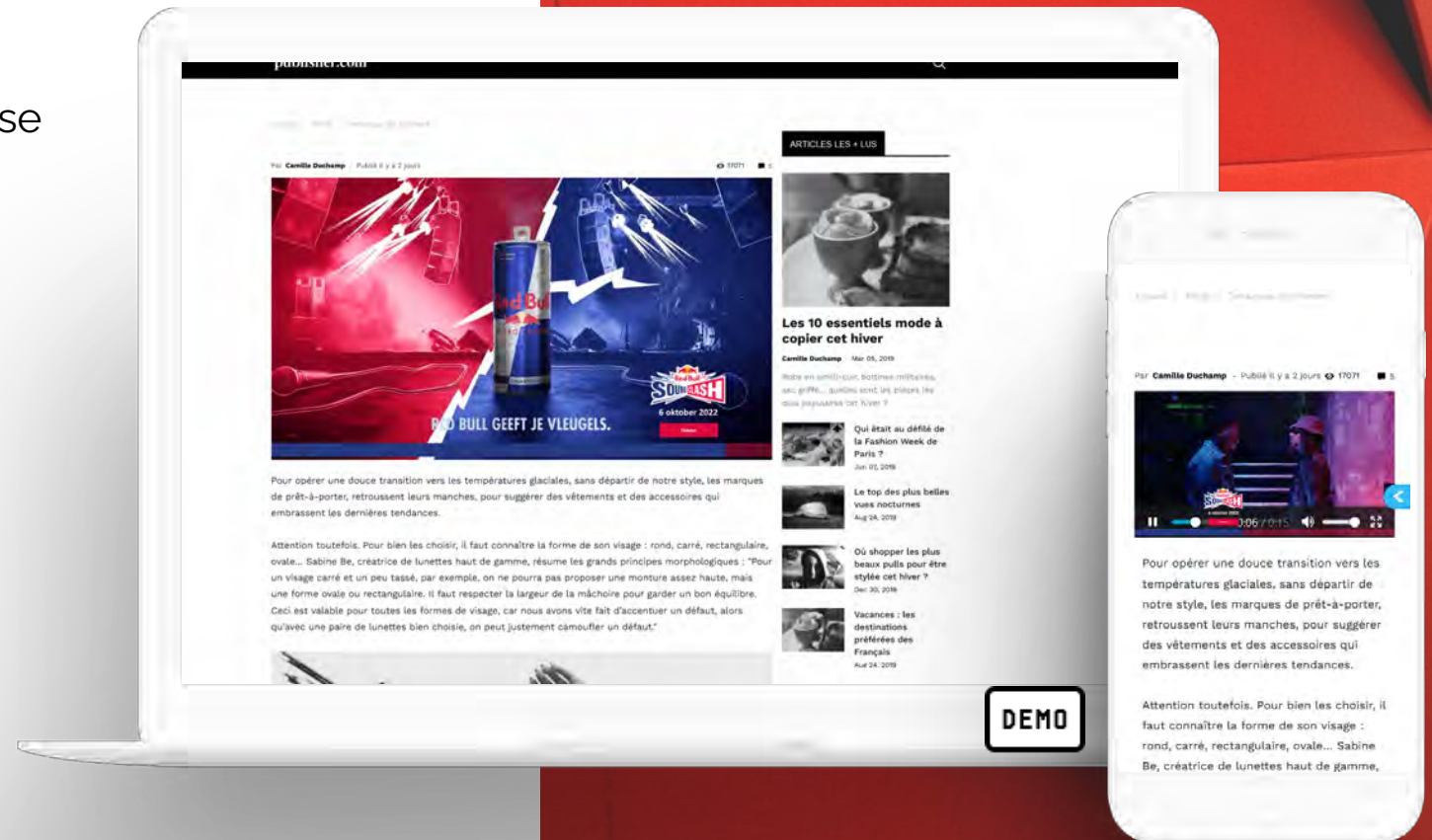


Performance

CTR ++

Viewability +++

Engagement +++



SKEEP preroll

Display the product you are selling with 100% exposure in the endframe.



Goal

Improve attention time, people like to skip



Solution

Countdown to skip to the payoff

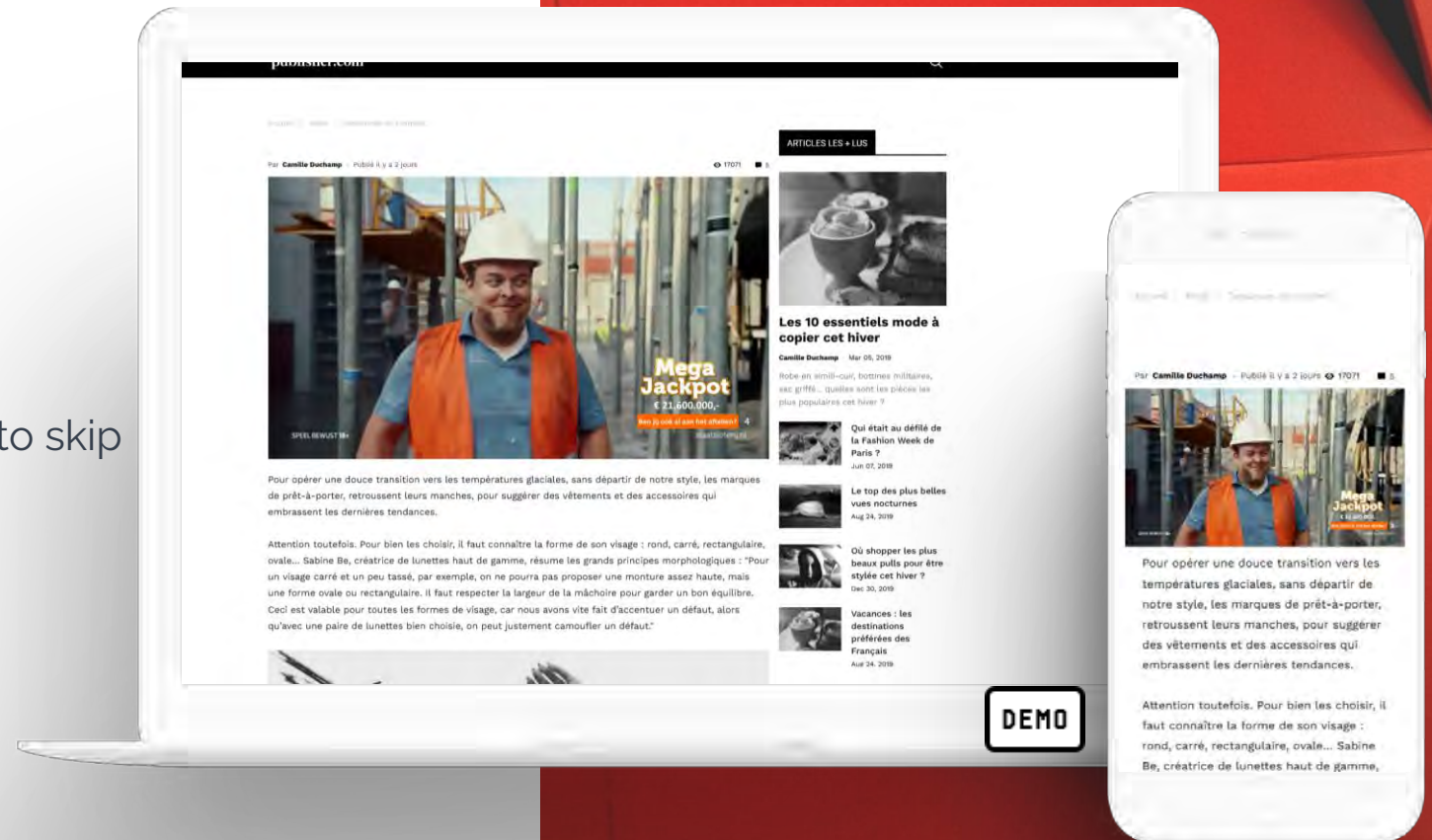


Performance

CTR ++

Viewability +++

Engagement +++



MOTORISATION E-TENSE

Avec la motorisation E-TENSE 4x4 360, Nouvelle DS 7 dispose d'une chaîne de traction, d'une suspension et d'un train arrière spécifiques, mis au point grâce aux experts DS Performance.

DEMANDEZ UNE OFFRE

Digger DEMO

Nouveau Kia Sportage. 277€

Nouveau Kia Sportage.
Un modèle d'inspiration.

Faites-vous recontacter !

Titre *

Prenom *

Nom *

Code postal * Ville *

E-mail *

Nombre de téléphone *

Recevez les offres commerciales. Plus d'informations, cliquez ici

Recevez les offres commerciales. Plus d'informations, cliquez ici

Réservez un essai

Form DEMO

CUSTOM FEATURE PREROLL FORMATS

YVES SAINT LAURENT

Votez pour votre parfum

CLASSIQUE

FLORAL SHOCK

DÉCOUVRIR

DÉCOUVRIR

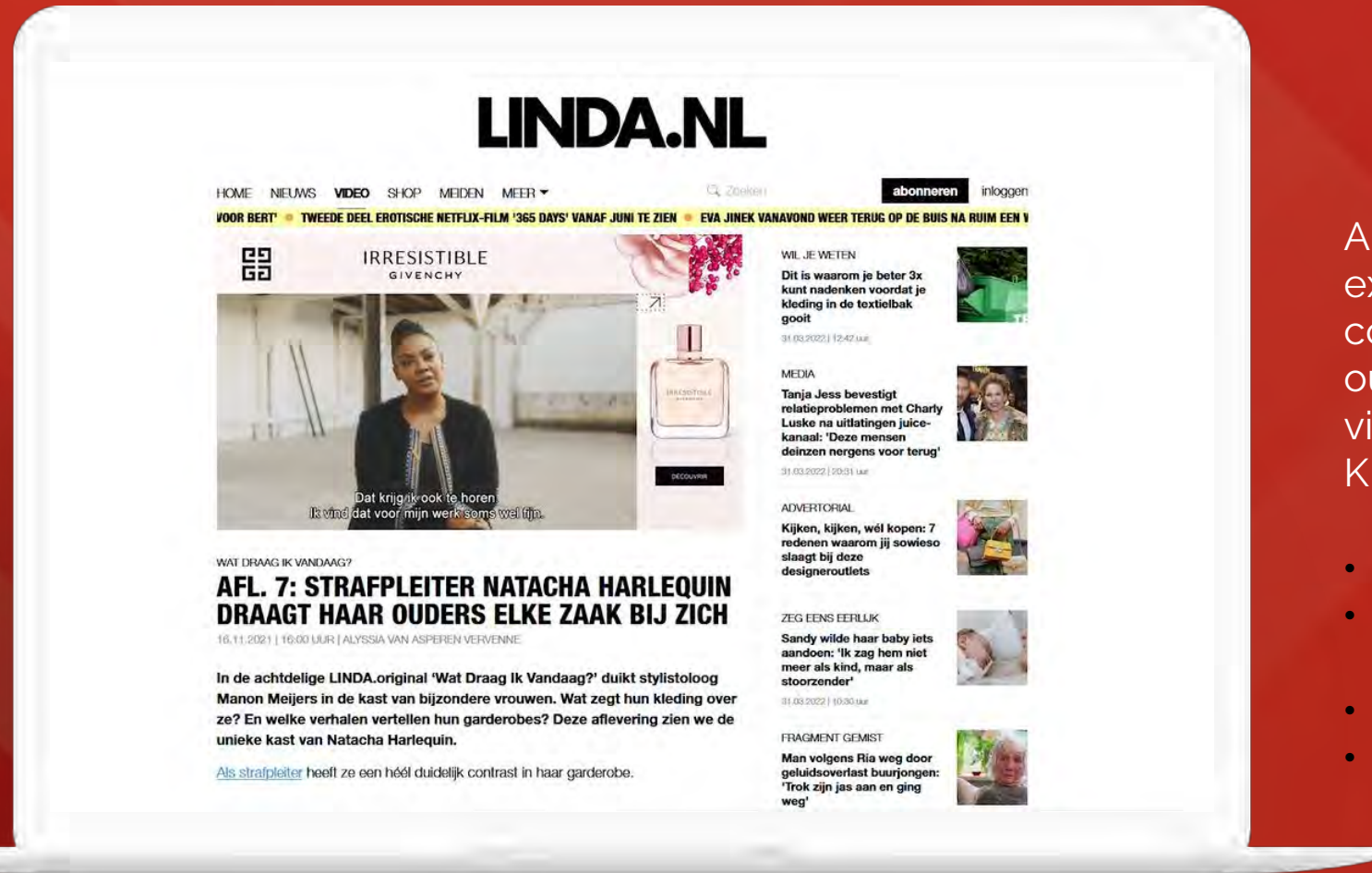
Vote DEMO

verfrissing.

Het is water, maar dan beter. OVERSLAAN

Skeep DEMO

INVIDEO: The new inventory

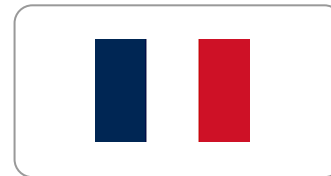
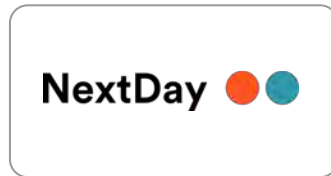
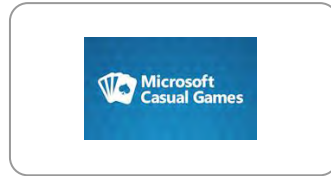


A skinned video experience during the content that outperforms all other video formats on video KPI's.

- **90% viewability**
- **15s exposure time on average**
- **1% CTR**
- **80% VTR (20 sec)**

- **Media First anyone?**

INVENTORY EVERYWHERE



LET'S DO THIS

Brief us your ideas and we will offer you a perfect match.

The video catalogue offers so many opportunities and we are excited to help you out with all your Online Video challenges. If you are looking for next gen formats or international options ?

Please reach out to the team.

sales@weborama.nl

+3120 524 66 90

