

A wide-angle photograph of the Grand Canyon at sunset. The canyon walls are illuminated with warm, golden light, highlighting the layered rock formations. The sky is a mix of orange, pink, and blue, with some clouds. The foreground shows the rugged, dark terrain of the canyon floor.

AOT DIGITAL WEBINAR SERIES

Video, Mobile and Programmatic

Mobile/Video Contents:

- What is Mobile Advertising?
- What is Video Advertising?
- What are Mobile and Video Advertising Best Practices?
- How to Target Mobile/Video Advertising
- How to Buy Mobile/Video Advertising
- How to Measure your Mobile/Video Ad's Success



Programmatic Contents:

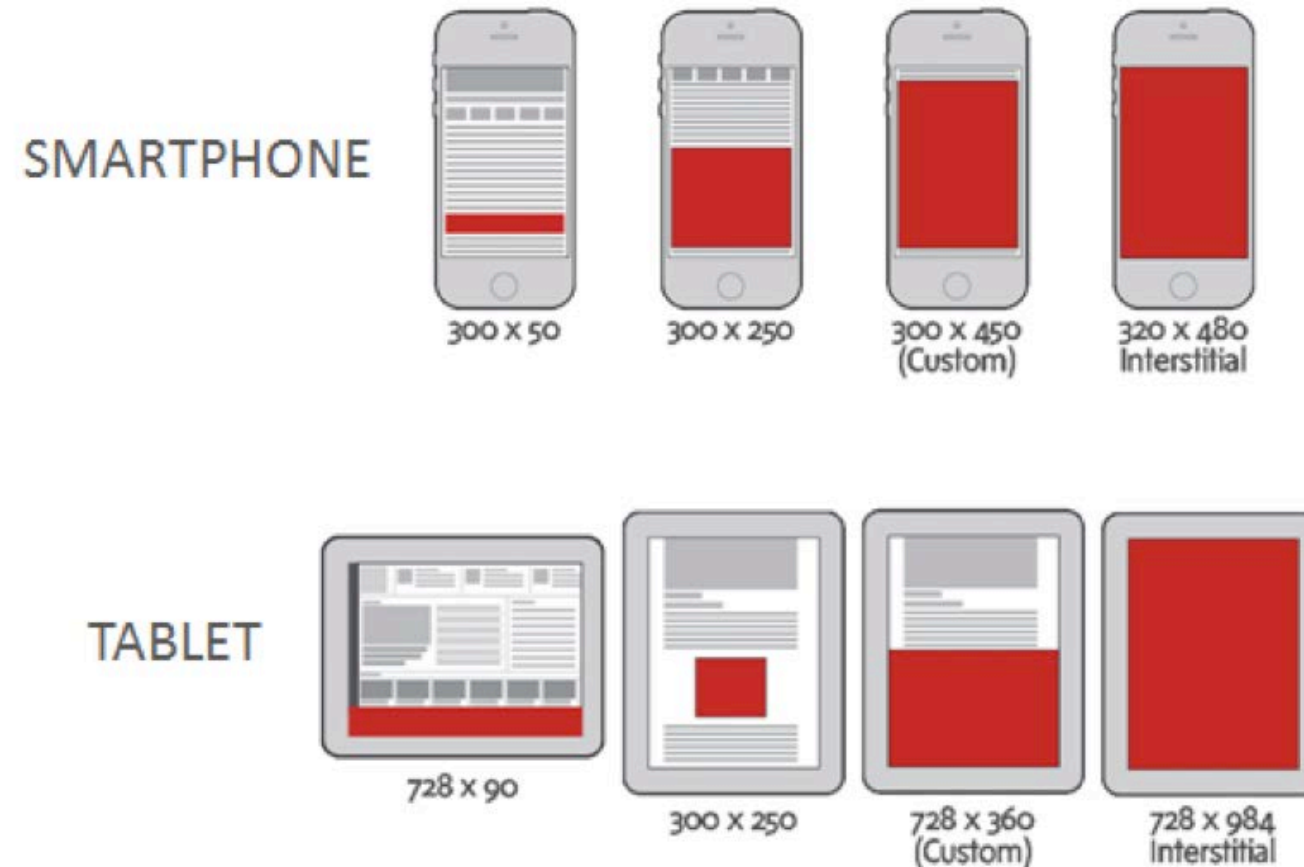
- What is Programmatic Advertising?
- What are Programmatic Advertising Best Practices?
- How to Target Programmatic Advertising
- How to Buy Programmatic Advertising
- How to Measure your Programmatic Ad's Success



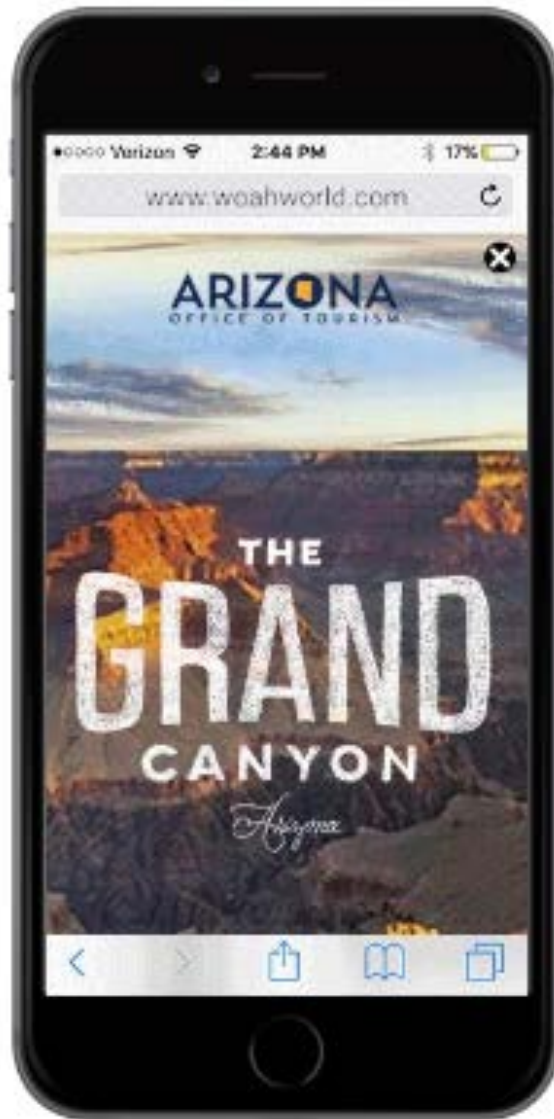
What is Mobile and Video Advertising?

What is Mobile Advertising?

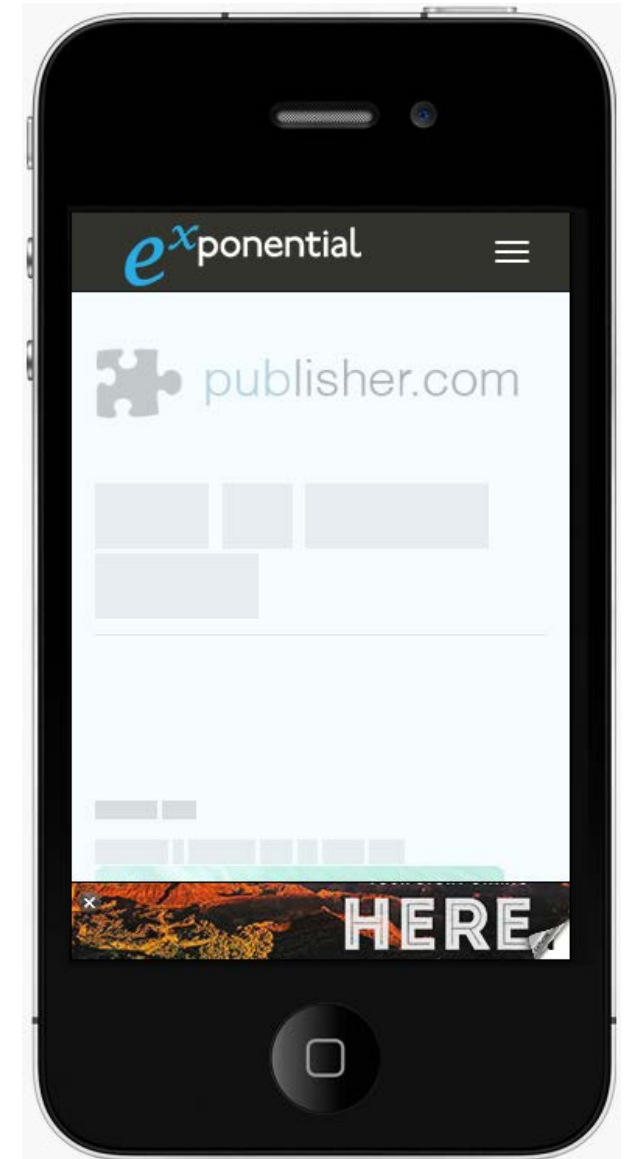
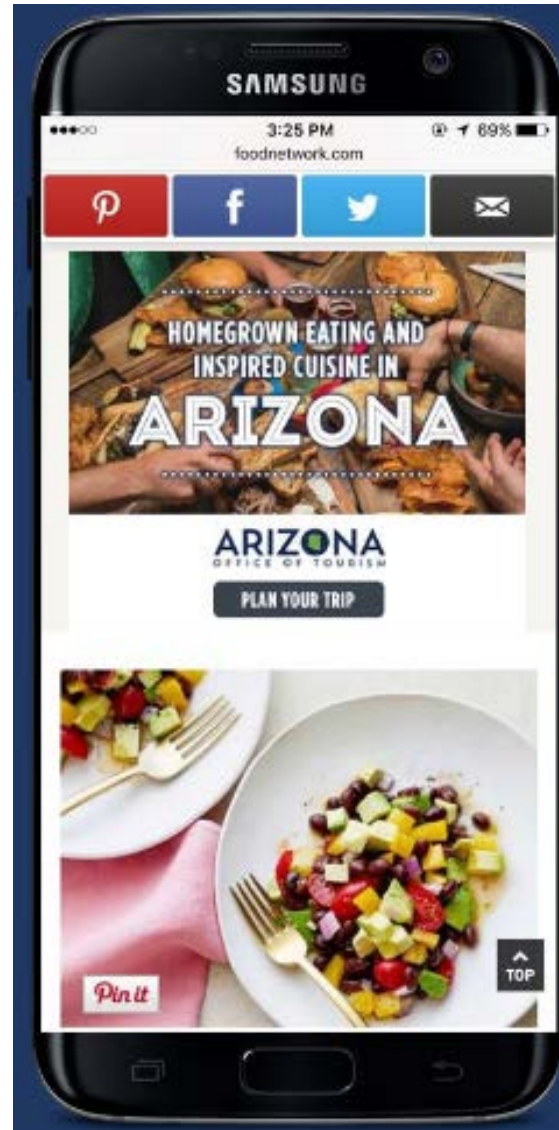
- Mobile advertising are display ads that are tailored to mobile/tablet device sizes
- You can use the same targeting tactics to run a successful mobile campaign as display banners



Mobile Ad Types



Interstitial



Banner

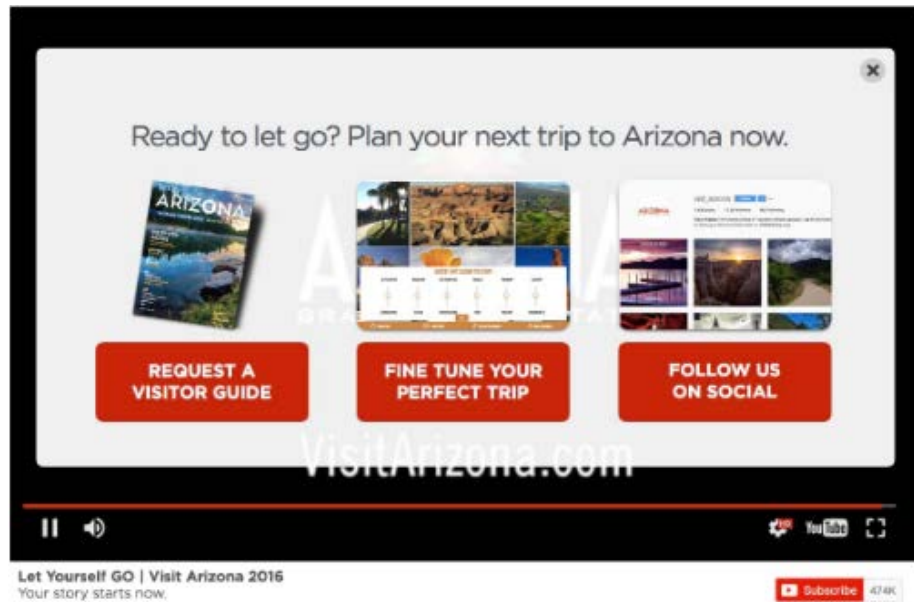
What is Video Advertising?

- Video advertising can be across all channels; within website display banners, on social networks, on mobile devices and connected TVs
- Video advertising can be within a display advertisement and is also shown before, during or after a video stream on the internet
- Targeting tactics similar to display and mobile ads can be used to effectively run a video ad campaign

Video Ad Types

- **In-banner video:** a video clip within a web banner
- **Native videos:** promoted videos that include a headline, description, and context for the ad
- **In-feed videos:** native video ads found in content, social, or product feeds, often paired with a headline, description and logo
- **Interstitial video:** ads that appear between two content pages, also known as a transition ad.
- **In-Stream video:** plays before, during or after an online video

Video Ad Types



In-Stream

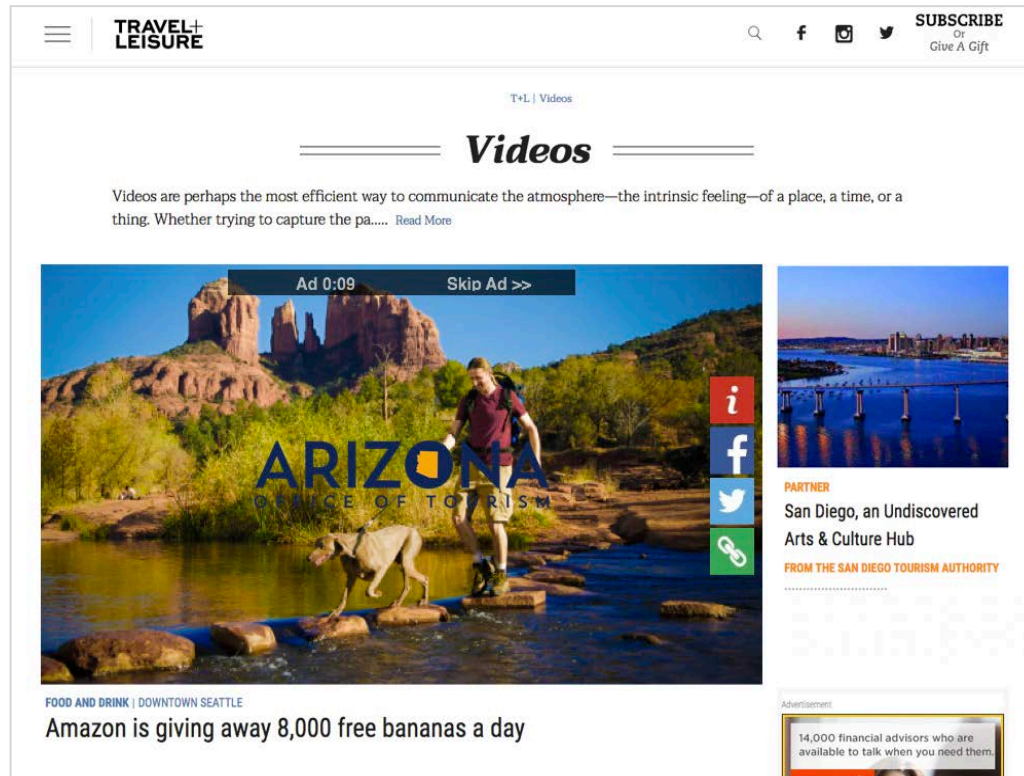


In-feed/Social



In-Banner

Video Ad Types



Native



Video Interstitial



What are Mobile & Video Advertising Best Practices?

Mobile Best Practices

Optimize for the mobile environment

- Create ads specifically designs for the mobile ad sizes
- Make sure there is enough room for users to tap on the right element to take action

Make ads that are contextually relevant

- Define your audience clearly and target sites that are relevant to your ad

Have a high content quality

- Use impactful ad copy that highlights the value proposition in a few words
- Use the right balance of visuals that catch the users attention but also gives them all the information they need to make the decision to click

Drive a clear action

- Clearly define and communicate the call to action with the user
- Make sure the page that the user is taken to is relevant to the ad content

Video Best Practices

Make sure your brand logo is present in the video

Make ads that are contextually relevant

- Define your audience clearly and target sites with content that are relevant to your video

Have your video make sense without sound

- Use impactful ad copy that highlights the value proposition in a few words
- Use the right balance of visuals that catch the users attention but also gives them all the information they need to make the decision to click

Drive a clear action

- Clearly define and communicate the call to action with the user
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How to Target Video & Mobile Advertising

Targeting

Behavioral Targeting

- Targets audiences whose online activity matches your audience profile. This includes websites they view, products they research, what they purchase and social engagement.

Geo-targeting and Geo-fencing

- Targets specific audiences based on their location
- Can be as wide or narrow as you want (country, state, city, etc)

Contextual Targeting

- Advertisement is related to content on the site or a means to identify your core audience based on the content they are consuming when they go online

Targeting

Retargeting

- Targets audiences that have already visited your website and shown interest in your brand

Prospecting

- Creates a new target audience using multiple tactics (behavioral, contextual, etc.)

Lookalike Targeting

- Uses current audience data to create similar audiences to target



How to Buy Video & Mobile Advertising

Buying Models

- **CPM:** Cost per 1,000 impressions
 - One of the most common ways of buying digital media
 - Pay every time your ad is loaded on a page or in an app
- **CPC:** Cost per click
 - Pay every time someone clicks on your ad
- **CPL:** Cost per Lead
 - Pay every time a lead form is completed and submitted
- **CPA:** Cost per action/acquisition
 - Pay every time a purchase is made
- **CPV:** Cost per view
 - Pay every time a user views your video ad

How to buy mobile/video advertising

Buying Direct

- Buying ad space on a specific website directly from the business (ex. AZCentral.com)
- You know exactly where your ads will show
- Costs are usually higher than a network buy
- More custom opportunities

Network Buy

- Buying through a 3rd Party, like Google Display Network (GDN)
- This is an easy way to purchase ad space on multiple websites through one media buy
- Scale is larger and costs are typically lower than buying direct
- Targets your audience vs. the site

Programmatic Buy

- Automates network buying process to increase efficiencies and lower costs
- Allows advertisers to hone in on the audience and can also layer in day-parting and other parameters to focus on the most quality audience



How to measure your mobile/video ads success

Measuring your ad's success

What is the objective/goal of your advertising efforts?

Common Success Metrics:

Impressions: how many times your ad is loaded on a page that is being viewed by a user

Clicks: how many times a user clicks through the ad

Click Thru Rate (CTR) = (clicks/impressions) x 100

Length of video views: How long the user stays engaged and plays your video

Engagement with video unit



What is Programmatic Advertising?

What is Programmatic Radio Advertising?

- Programmatic radio allows you to buy across radio platforms, including digital streaming radio and traditional radio stations in your market(s) of preference
- Your radio spots play only when the audience you specify is most likely to be listening



Programmatic Radio Ad Platforms



Traditional Radio



Digital Streaming Radio



How to Target with Programmatic Advertising

Programmatic Radio Targeting

Market Targeting

- Targets audiences who live in your defined outreach markets
- It is best to limit each market to a specific city (Ex: Chicago, Seattle, etc)

Demographic Targeting

- Targets specific audiences based on:
 - Gender
 - Age Range (Ex: 25-54)
 - Household Income
 - General Segments (Ex: Adults, Millennials, Teens, Moms, etc.)



How to Buy Programmatic Advertising

How to buy Programmatic Radio advertising

Buying Direct

- Buying spots on a specific stations directly from the business (Ex: iHeart Media)
- You know exactly what traditional and digital streaming stations your spots will play on
- Spots can only run on their stations in the market specified

Programmatic Partner

- Automates buying process to increase efficiencies
- Allows advertisers to use more than one traditional or digital radio platform to reach the desired audience



How to measure your Programmatic ads success

Measuring your ad's success

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Click Thru Rate (CTR) = $(\text{clicks}/\text{impressions}) \times 100$

Website sessions: How many people are coming to my site from paid efforts?

Time on site: How long are people engaging with the content on my site?

Form requests/downloads (travel guides, itineraries): Number of form fills or downloads on the site



Brand Safety

Brand Safety Measures

White listing/Black listing

- Approving/removing a list of sites you want to advertise on

Brand Safety Tools

