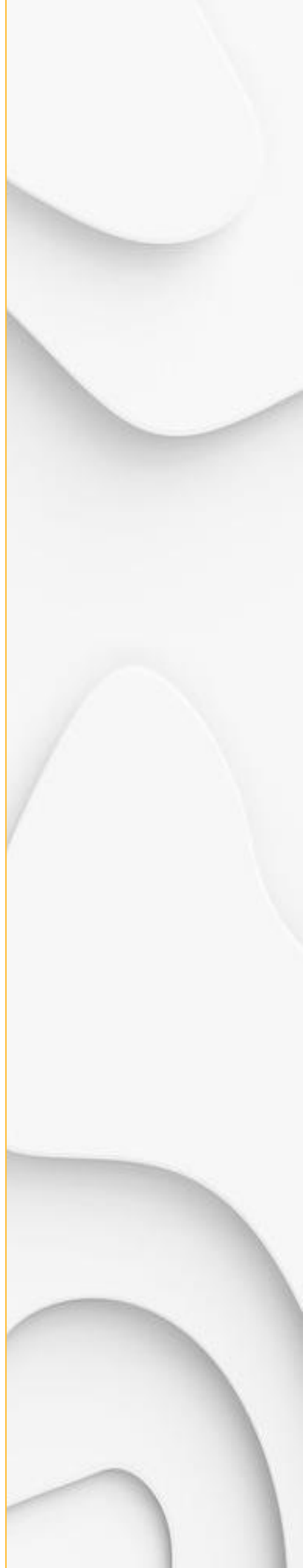


PUBLISHER SOLUTIONS PRESENTS

REV UP REVENUE

Focus on Branding

Q2, 2021



BENEFITS OF BRANDING



SECTION GOAL: Understand the benefits of branding, how to measure a branding campaign, and which verticals typically utilizing branding campaigns the most.

On average, it takes **5 to 7** impressions for consumers to remember a brand.



**BRAINSTORM
VERTICALS &
ADVERTISERS**

MEASURING BRANDING CAMPAIGNS



DISPLAY

eCPM
Viewability
Impressions



**VIDEO &
AUDIO**

Completion Rate
Completed Views/Listens
eCPCV/L
Quartile Percentages

BRANDING WITH VIDEO



SECTION GOAL: Learn about the variety of channels that can be used with video.

SOCIAL VIDEO

Video across a variety of platforms like Instagram, TikTok, and Facebook.

85%

of Facebook users watch with the sound off.

Source: 99 Forms

2nd

largest search engine in the world.

SEARCH: YOUTUBE

Video ads alongside YouTube content.

DISPLAY VIDEO

Video assets across desktops, laptops, mobile, and tablet.

133

Minutes per day in 2020 was spent on digital video. Source: eMarketer

67%

Of CTV spend in Basis was via PMPs in 2020.

CONNECTED TV

Video assets delivered on a TV connected to the internet.

BRANDING WITH AUDIO



SECTION GOAL: Identify ways you can include audio in your media plan..

AUDIO BEST PRACTICES

Keep these in mind when you build your audio campaign.



Geo Targeting

DMA, State, City, Zip

We recommend targeting at the DMA level to ensure scale.



File Length

Keep it short and sweet. :15 or :30 spots.



Inventory Type

Private Deals and Open Exchange Inventory



Companion Banner

Inventory is not guaranteed but include the banner to win impressions as they are available.

AUDIO PRIVATE DEALS

Take notes on deals that interest you.

79%

of audio consumption take place while people are engaged in activities where visual media cannot reach the users.