

# **IN-STORY VIDEO:** MORE INVENTORY, BETTER VIEWABILITY, **BEST TARGETING.**

When viewers choose to view an ad, they are engaged

more than when they are

FIND LOCAL

Real Estate

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rtment's police explorer program r Post 2188 in 1991, Roxf

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during the

12:22 PM

nated his organs to those in need. We request wacy during this extremely difficult time and

hank the community for their support."

t day of the 320-mile bike ride to Was D.C. in honor of officers killed in the line of duty.

as taken to Morr

it his greatest or

forced to watch a video ad<sup>2</sup>

nd Rapids for six shows over

I'm already going to the show on opening night when Garth brings his "Garth Brooks World Tour with Trisha Yearwood" to the Gr

put how to choose

The rules are simple

So in honor of the Michigan's Sherman, I thought I would see

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37

ve a lot of friends who I could give them to

In-Story Video is an embedded video ad that appears within the premium content of MassLive.com's article pages where readers are most engaged.

In-Story Video ads allow your brand to grab the attention of your target audience with sight, sound and motion. Communicate better with groups like millennials that trust mobile and video in vast numbers. Influence and drive purchase decisions to specific audience segments with hyper-local targeting, by content, geography and behavior.

## **BENEFITS**

#### **BETTER VIEWABILITY**

Video content is delivered as users interact with rather than delay their interaction with the chosen content.

### **BETTER INVENTORY**

7 in 10 advertisers who had purchased outstream video ads said they offered more inventory<sup>1</sup>

### **BETTER EXPERIENCE**

Non-disruptive to the user -The user can scroll past ad or engage if they so desire.

### **BETTER RESULTS**

CTR for In-Story Video averaged 2.5 higher than standard display and in-stream video ads across devices in a Q3 2015 study as reported by Marketing Land.<sup>3</sup>

Know when your advertising is working - through our comprehensive reporting. MassLive Media offers complete accounting of views, interactions and clicks to your website that are not available with TV reports. 69% of advertisers said this reporting helped determine viewability<sup>1</sup>.



For more information contact your local Digital Media Strategists or email masslivesales@masslive.com. Visit www.masslivemedia.com to see all of our digital advertising solutions.

#### Source:

1) http://www.emarketer.com/Article/What-Perks-of-Out-Stream-Video-Ads/1012645#sthash.LSyqir2f.dpuf

2) MediaPost http://www.mediapost.com/publications/article/226590/permission-advertising-how-skippable-video-ads-d.html 3) Marketing Land April 2016