



	Before	After
Streamlined Workflow	X	✓
Reporting within 3 Hours	X	✓
Integrated Reports	X	✓
Creative Optimization	X	✓
Creative Sequencing	X	✓
Consistent Reporting Metrics and Methodology	X	✓

## In-Stream Video Advertising with DoubleClick for Advertisers

Extend the benefits of third-party ad serving and the DFA platform to in-stream video ads

Agencies and marketers have been looking for a more efficient tool set to maximize their in-stream video investment. Hindrances to greater use of video ads include such issues as ROI that's difficult to measure, metrics that aren't standardized, and campaigns with problematic implementation paths. <sup>1</sup>

In-stream advertisers can overcome the challenges of video advertising today by managing in-stream campaign implementation and measurement using the same tool that's solved similar challenges with display advertising: DoubleClick for Advertisers (DFA). DFA enables advertisers to unlock the potential of in-stream with:

- **Easy to measure ROI:** With DFA, you can easily measure the ROI of in-stream advertising with your existing DFA Floodlight conversion tags that work across search, display, rich media, and video advertising channels. View unique reach and frequency across your entire in-stream buy.
- **Standardized metrics:** DFA automates reporting on in-stream campaigns with a robust set of standard metrics. These metrics are available for every in-stream ad in the system within 3 hours of the ad running.
- **Easy to implement campaigns:** DFA also makes the in-stream campaign implementation process scalable and easy, supported by the same DFA interface and workflow that media teams already rely on and trust.
- **Full integration into the DFA platform:** In-stream measurement is automatically integrated – 1x1 tracking pixels aren't needed and discrepancies are reduced.

### Natural extension of your third-party ad serving

In-stream campaigns can be managed today with DFA, the industry standard for third-party ad serving. Support for in-stream formats is built directly into the DFA workflow, so advertisers can rely on DFA as their trusted, neutral third-party ad management system. Only with DFA can advertisers easily combine the learning and insights of in-stream advertising with that of other channels including search, standard flash and rich media.

1. Source: Break Media, "Digital Video Advertising Trends: 2011," conducted by Advertiser Perceptions Inc., December 16, 2010

## Based on the widely adopted VAST industry standard

DFA's in-stream ad serving solution is based on the IAB's Video Ad Serving Template (VAST) 2.0 standard. VAST is the standard that makes third-party in-stream ad serving possible. Similar to the way publishers and ad networks went through the process of ensuring acceptance of third-party ad tags for online display campaigns, they are going through the same process for ensuring acceptance of in-stream tags based on VAST. Seller acceptance is growing across the industry, and has been adopted at scale by major publishers and video ad networks. Broad adoption makes it possible for in-stream advertisers to traffic once, scale across many publishers and networks, and achieve integrated reporting across their entire online campaign.

## The most effective approach to in-stream campaign management and measurement

Digital video is the fastest-growing format on the Internet<sup>2</sup> and 27% of marketers say video is a focus for their online marketing budget in 2011<sup>3</sup>. According to a recent survey of digital marketing, advertising, and publishing professionals, more than 95% of respondents reported average CPM rates above \$5 for online video campaigns<sup>4</sup>. Since video inventory comes at a premium, the intelligent campaign setup and accurate measurement made possible with DFA are paramount.

## Intelligent campaign setup

In-stream advertising with DFA allows you to execute advanced features including creative rotation, creative sequencing, companion executions, non-linear executions, and bandwidth optimization:

- **Creative rotation** automates the process for serving the best-performing videos more frequently. Advertisers have a variety of metrics to optimize against, including clicks and conversions.
- **Creative sequencing** can be implemented across the buy. As audiences are exposed to a campaign at a frequency greater than one, they can be exposed to different in-stream creatives. This can be used to avoid burning viewers out with the same creative over and over again and for improving the campaign's ability to move audiences down the conversion funnel.
- **Companion ads** can be synchronized with in-stream ads in DFA. This provides advertisers with a greater share of voice and an improved ability to generate awareness and engagement.
- **Non-linear executions** in DFA provide advertisers with creative options beyond the pre-roll, mid-roll, and post-roll. Often called video overlays, non-linear video ads appear in the video player at the same time that video content is playing.
- **Bandwidth optimization** of in-stream creatives is done automatically. Each video asset uploaded to DFA is encoded and optimized for high, medium, and low bandwidth settings. This ensures viewers will have the best experience watching your ad.

## Accurate measurement

DFA's industry-leading reporting goes far beyond the minimal data you get from a 1x1 tracking pixel. It provides detailed, actionable metrics on ad calls, ad impressions, clicks, plays, 25%, midpoints, 75%, and completes. These metrics are certified by the Media Rating Council (MRC). In addition, advertisers can take advantage of their existing DFA Advanced Reports and Floodlight conversion metrics to learn the impact of their in-stream campaign on purchases or other key performance indicators. Other advanced report types include frequency to conversion and unique reach/frequency by ad type. Discrepancies are reduced and data can be turned into action more easily than ever before.

## Get started

Start managing in-stream campaigns in DFA to unlock the potential of online video advertising through intelligent campaign setup and insightful measurement. To get started, contact your DoubleClick Account Manager.

2. Source: Barclays Capital, "U.S. Internet: Internet Trends & Picks for the Year Ahead," published by eMarketer, January 11, 2011

3. Source: Maxymiser survey, published by eMarketer, September 23, 2010

4. Source: DIGIDAY and Adap.tv, "Video State of the Industry Survey," published by eMarketer, November 11, 2010

## About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.