Nailing High Completion Rates on Mobile Video Advertising

MMA Webinar Series

October 25, 2016

Sponsored By: INMOBI™

MMA MOBILE MARKETING ASSOCIATION

MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

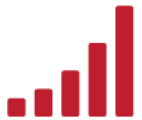
WHAT Our Strategic Priorities

Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation

Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data

Advocacy

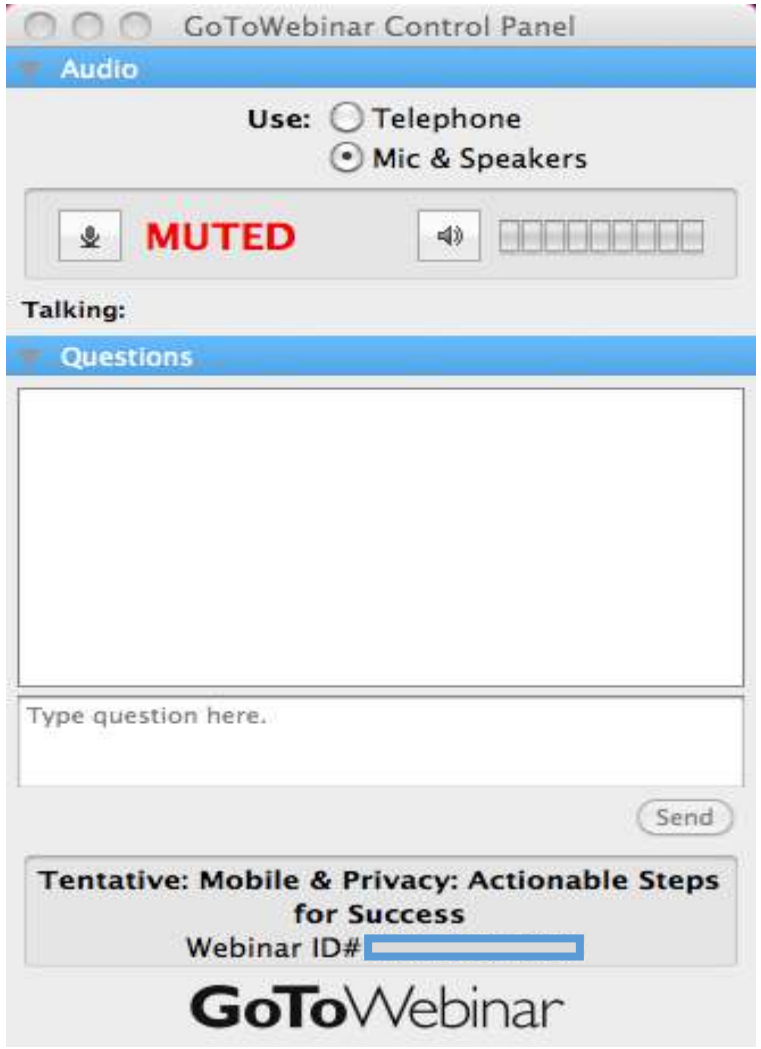
Working with partners and our members to protect the mobile marketing industry

For more information about membership email: membership@mmaglobal.com

MMA is 800+ Members Strong Globally

Marketers, Agencies, Media Sellers, Technology & Operators

Managing Your Questions



Share the Insights

#MMAWeb

MOBILE MARKETING ASSOCIATION

Presenter

Kayla Wilson
Director – Programmatic Partnerships, Inmobi

Moderator

Leo Scullin
VP of Industry Programs
Mobile Marketing Association

Agenda

- In-App Video: Key Trends
- In-App Video Ad Journey
- Best Practices for Optimal Video Performance
- Engaging Creative – Case Studies

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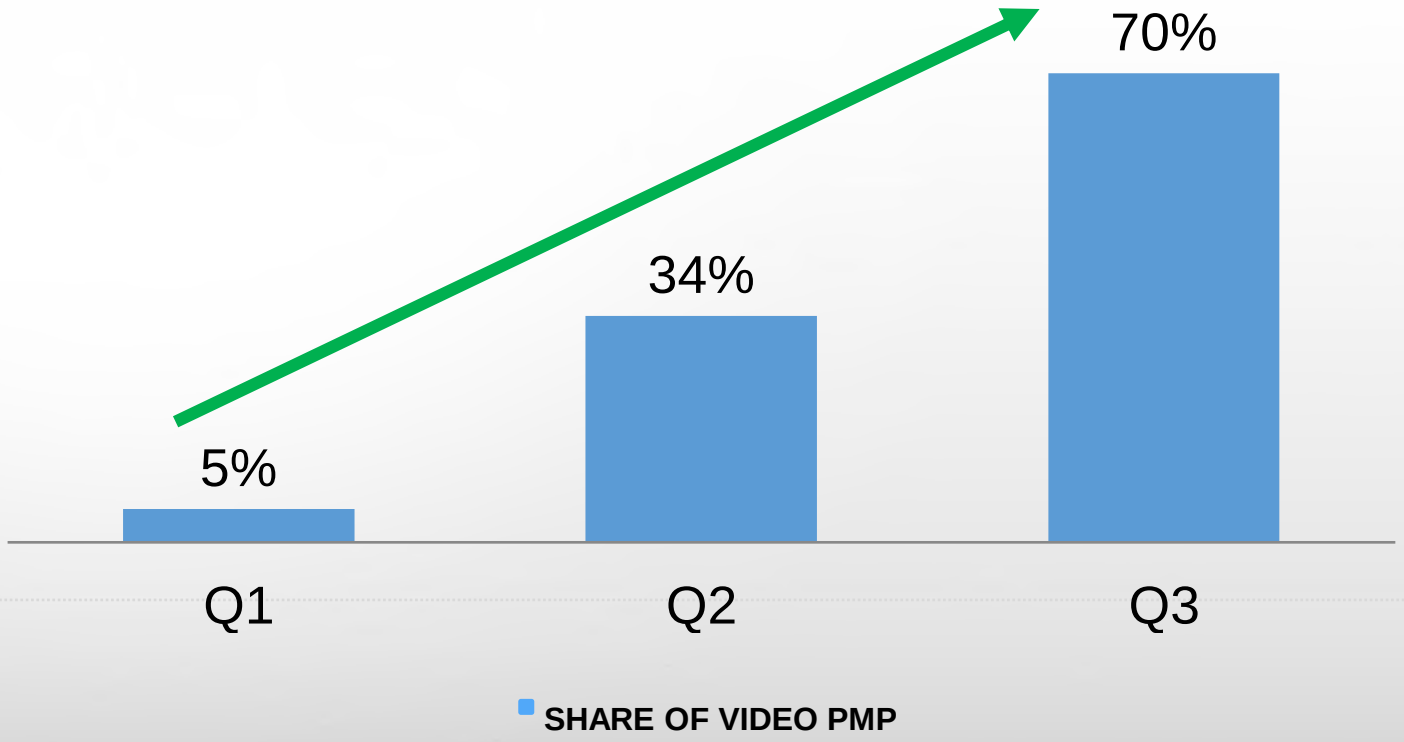
Nailing High Completion Rates on Mobile Video Advertising

KAYLA WILSON
Director of Programmatic Partnerships

PART 1:

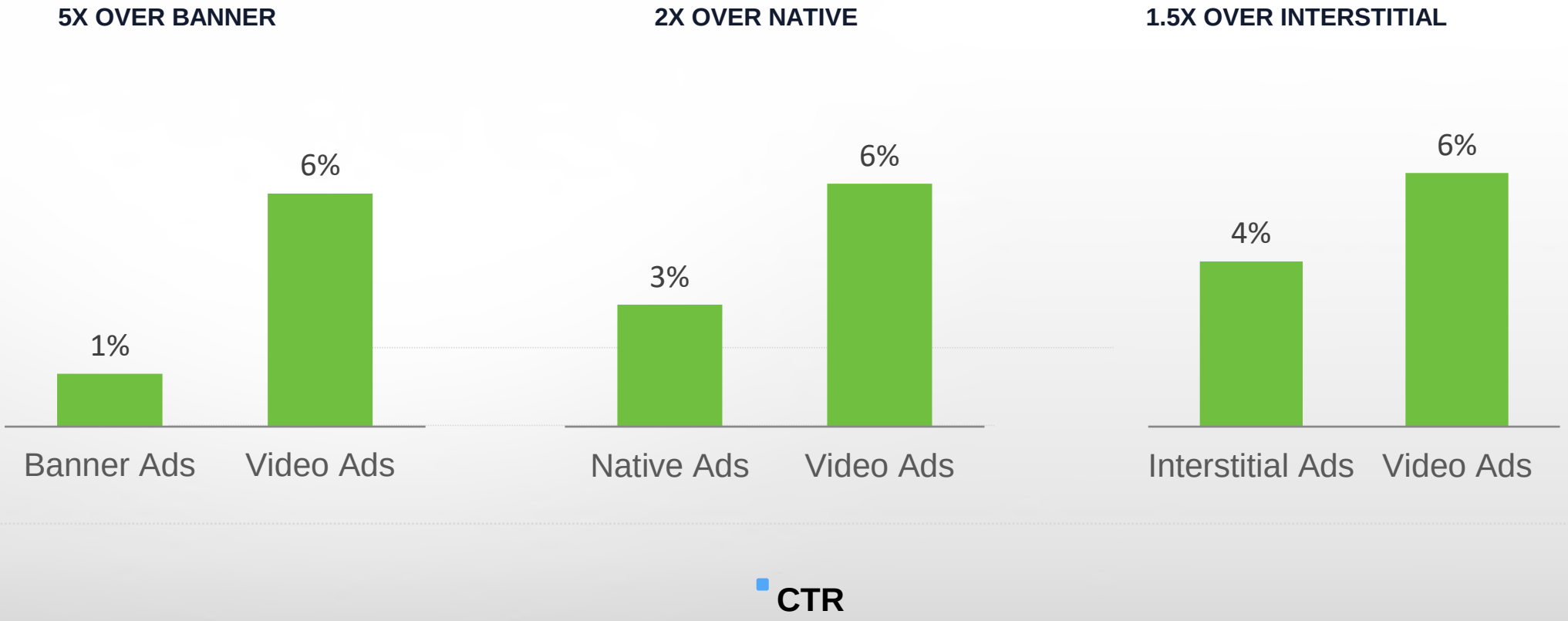
In-App Video: Key Trends

RISE IN MOBILE VIDEO PROGRAMMATIC: PMP IS PREFERRED METHOD OF BUYING (USA)



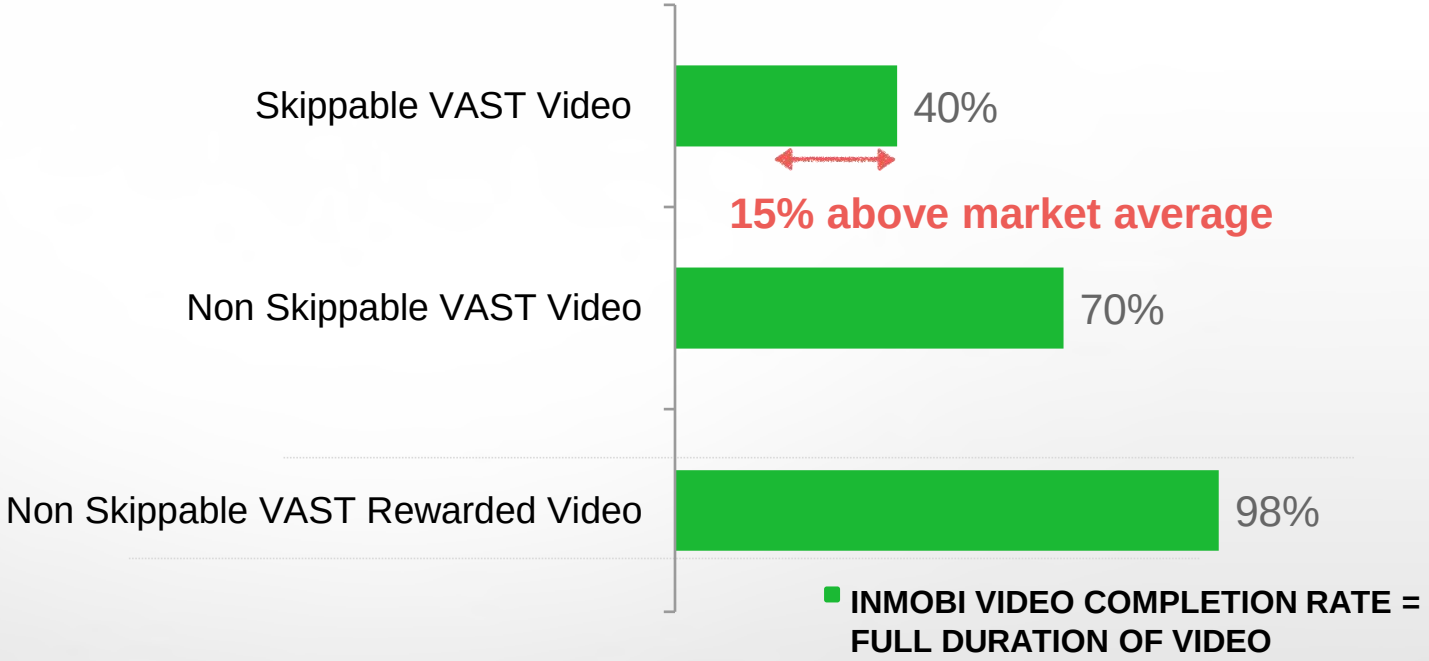
Source: InMobi Network Video Insights 2016

VIDEO ADS DELIVER SUPERIOR ENGAGEMENT RATES (GLOBAL)



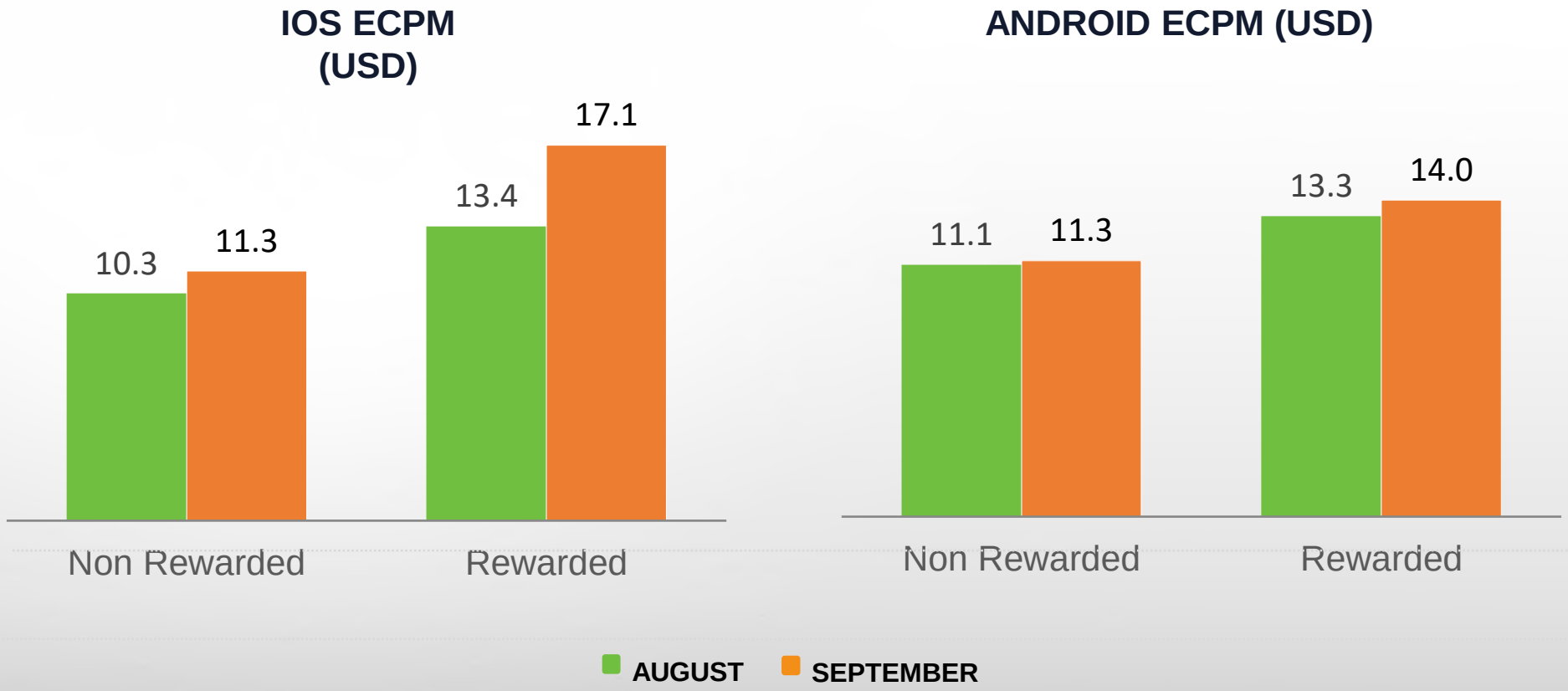
Source: InMobi Network Video Insights 2016
Video CTR includes End Cards and CTAs

COMPLETION RATES ACROSS IN-APP FORMATS - USA



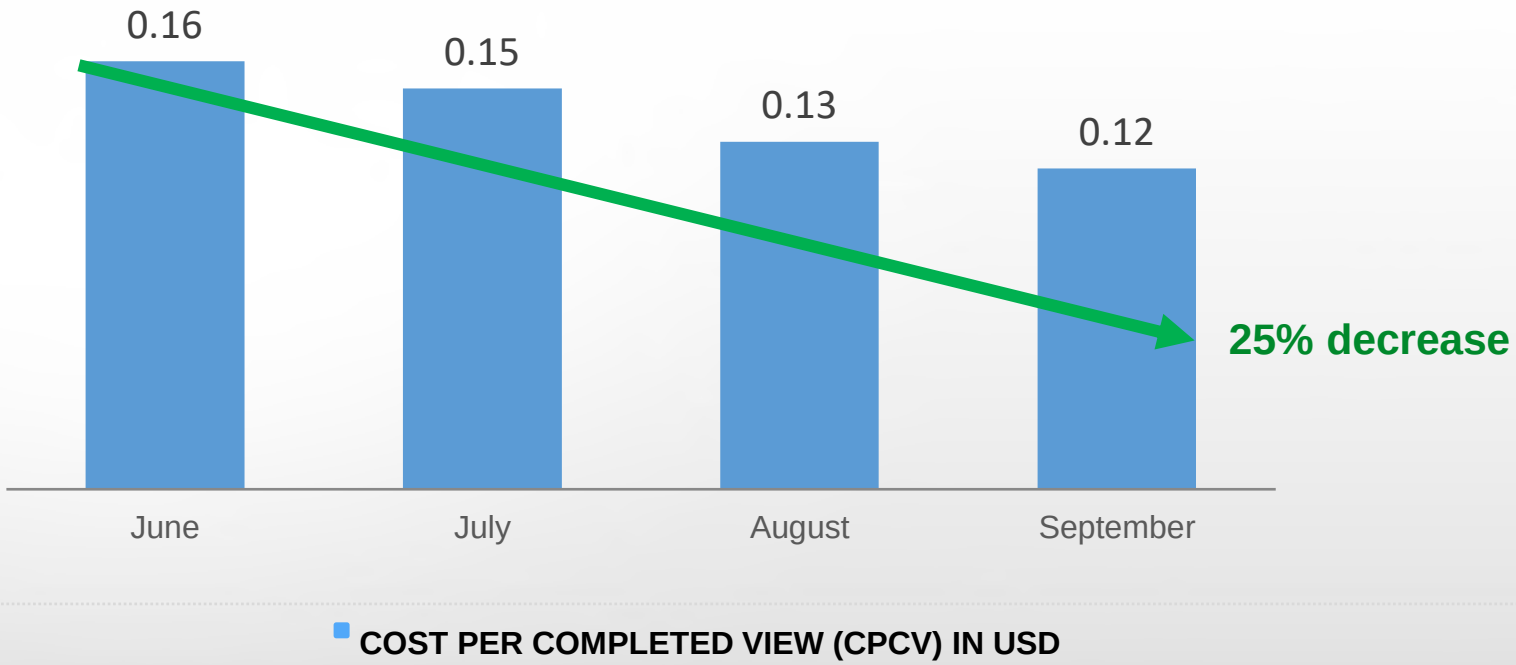
Source: InMobi Network Video Insights 2016 +
MMA Mobile Video Benchmark Study

GOOD NEWS FOR SELLERS: MOBILE VIDEO ECPMS ARE INCREASING (USA)



Source: InMobi Network Video Insights 2016

BETTER NEWS FOR ADVERTISERS: MOBILE VIDEO CPCV IS GOING DOWN (USA)



Source: InMobi Network Video Insights 2016

MOBILE VIDEO: MOST DESIRABLE PROGRAMMATIC AD FORMAT (GLOBAL)

VIDEO
44%

NATIVE ADS
23%

BANNER ADS
18%

RICH MEDIA
12%

INTERSTITIALS
2%

SEARCH
1%

- 44% of brand marketers expect to see the largest increase of their spending on mobile video in 2016
- Native Video will be available in Q4

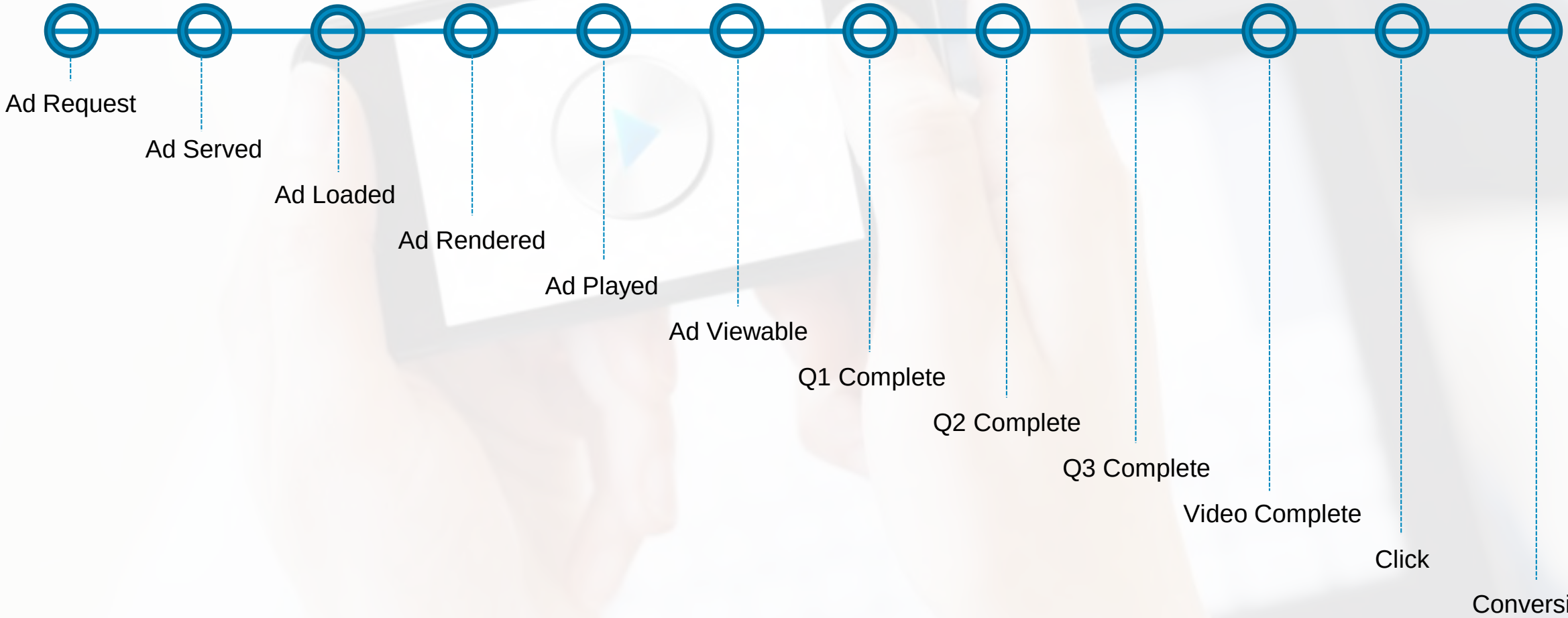
Source: InMobi Network Programmatic Insights 2016

Q. Which ad category do you expect to see the largest overall increase in programmatic mobile media spending this year?
Sample Size : Global n= 373

PART 2:

In-App Video Ad Journey

THE VIDEO AD JOURNEY



In-app Video Viewable:
Buyers need to confirm the viewability definition being measured against.

PART 3:
Best Practices for Optimal In-App Video Performance

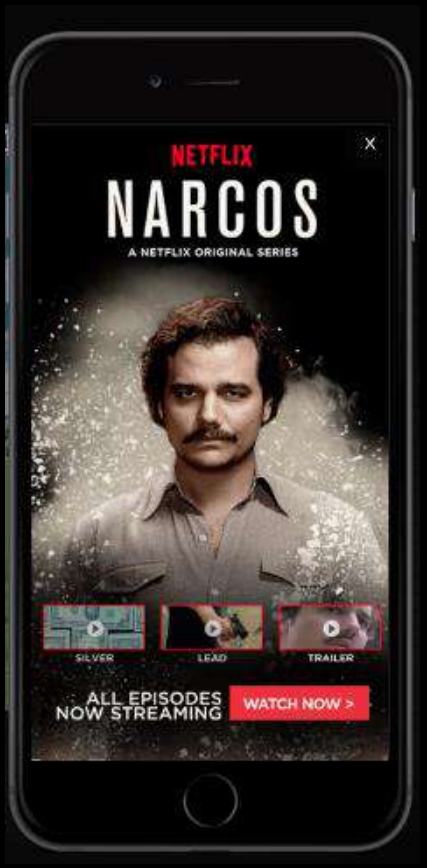
INTERACTIVE END CARDS DELIVER BETTER ENGAGEMENT

4X

2X

Pre/Mid/Post Roll – No End Card

HD Video – Static End Card



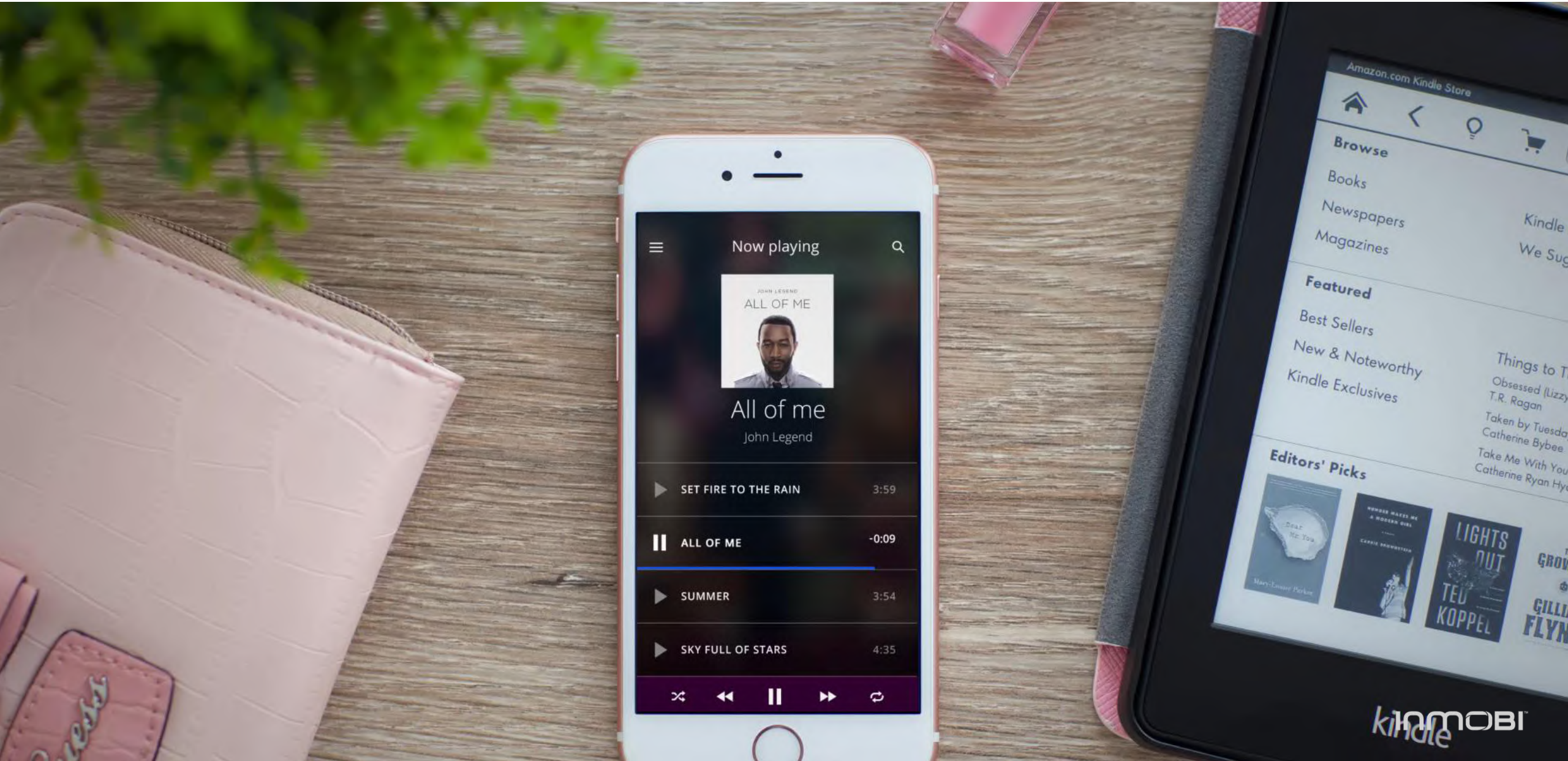
MRAID Video – Interactive End Card

Source: Average CTR on mobile video ads - InMobi Network Video Insights 2016

CREATIVE BEST PRACTICE #1: GET THE RIGHT LENGTH

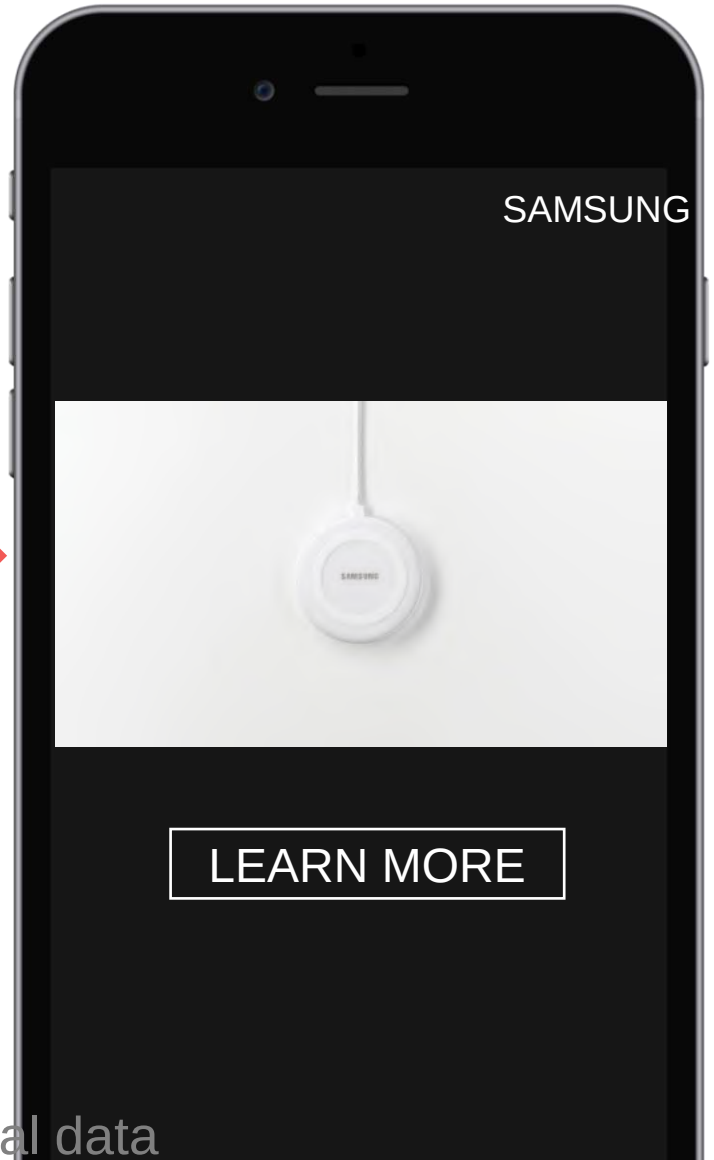
15-20 sec is the sweet spot for mobile video.

CREATIVE BEST PRACTICE #2: LEVERAGE REWARDED VIDEOS



CREATIVE BEST PRACTICE #3: DEVELOP MOBILE-FIRST ADVERTISING

25% OF SCREEN: HORIZONTAL VIDEO



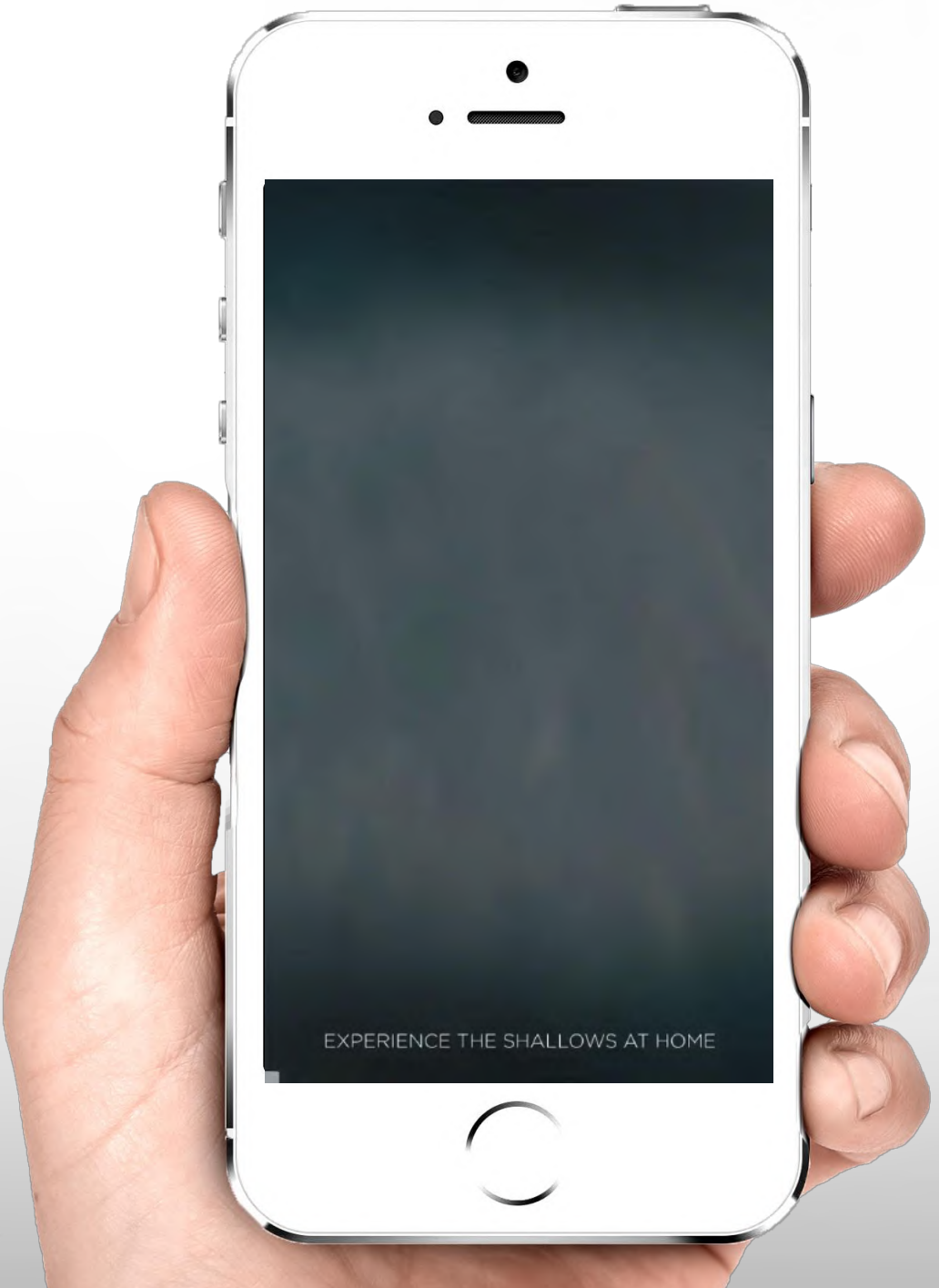
100% OF SCREEN: VERTICAL VIDEO

Source: InMobi internal data

#4: HD QUALITY CATCH THE EYE

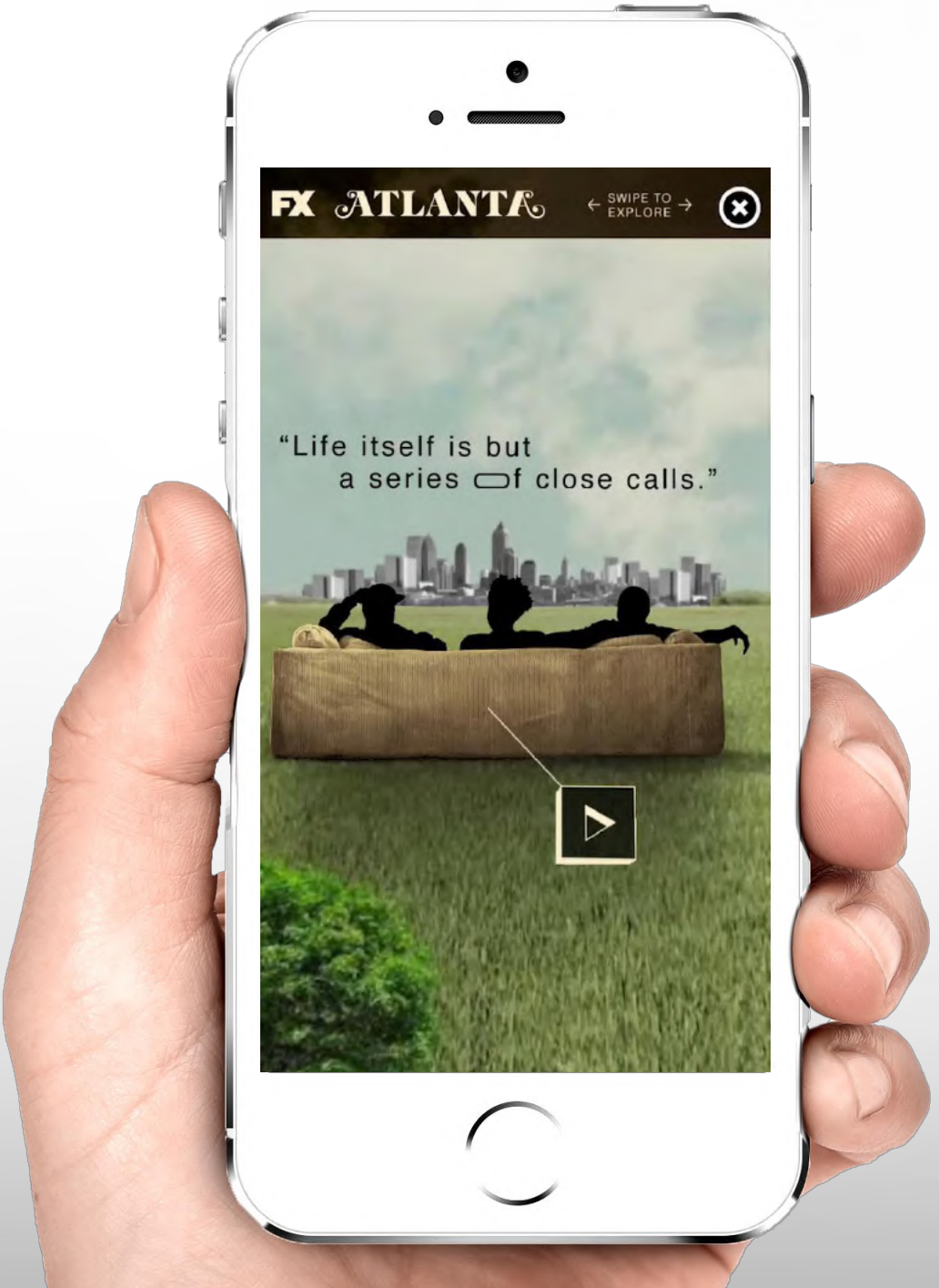
instant-play,
buffer-less ads
play without lag

PART 4:
Engaging Creative Case Studies



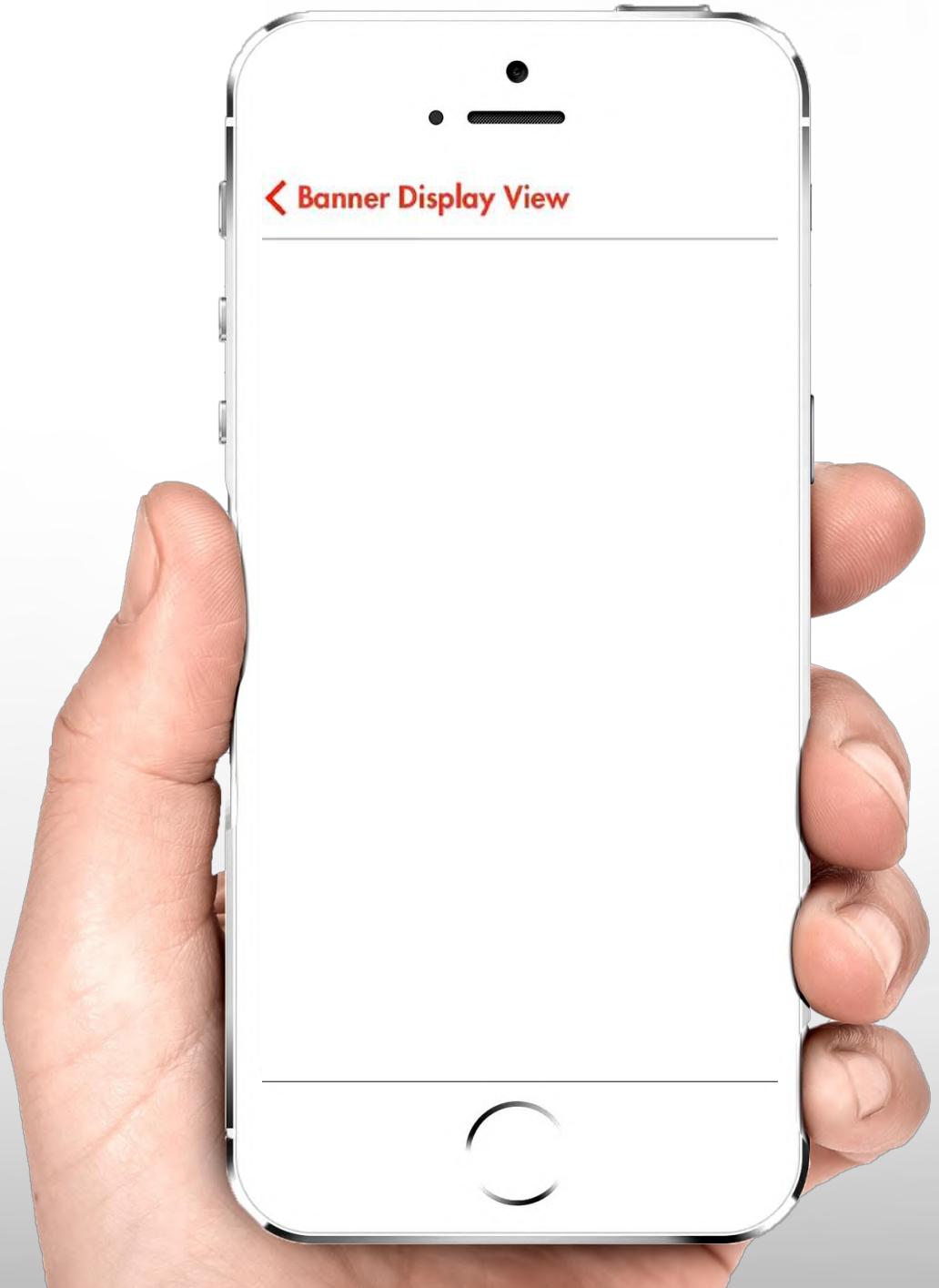
ENGAGING STORYTELLING – THE SHALLOWS

Vertical video with interactive end card



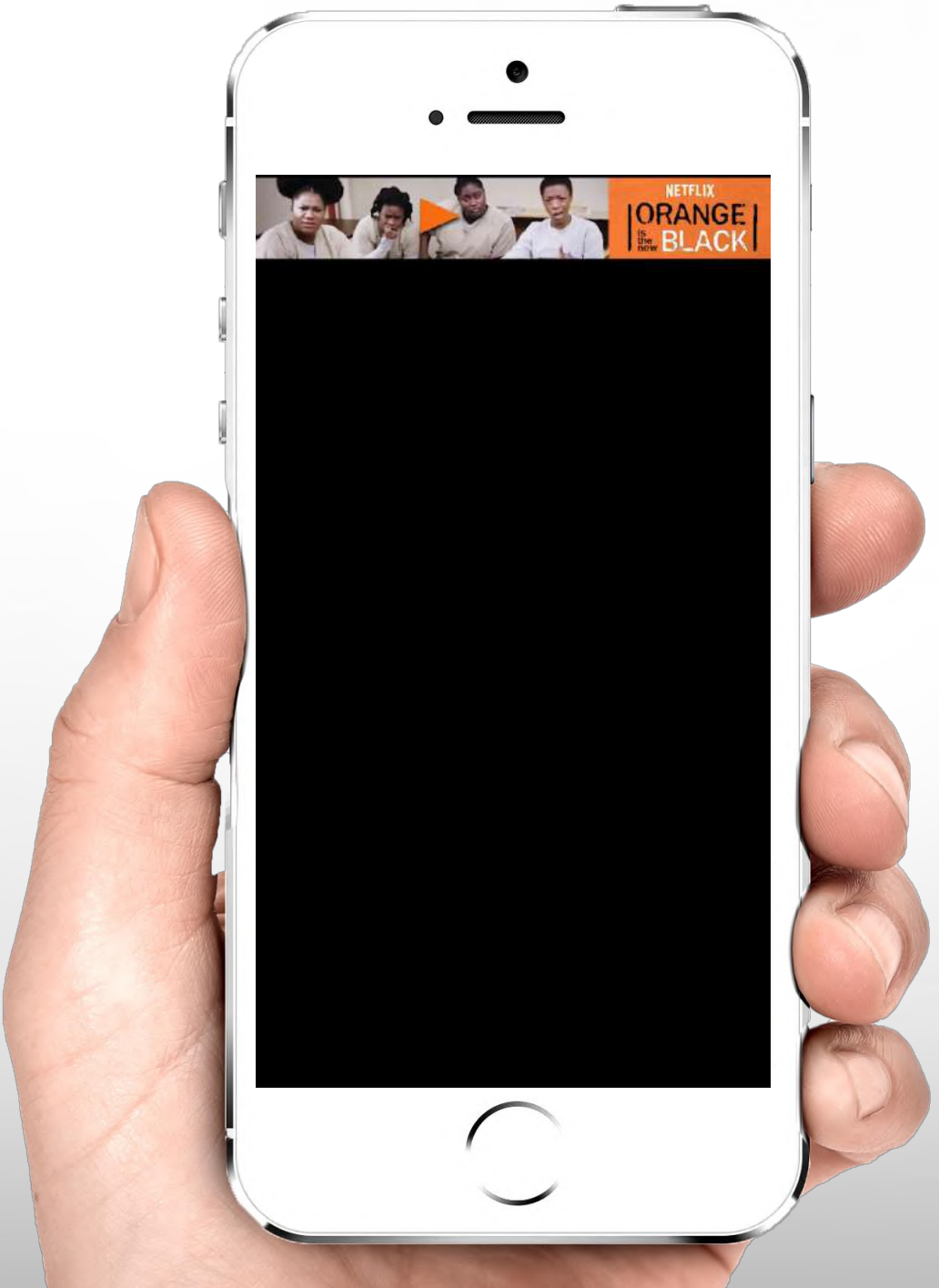
PANOSPHERE + VIDEO – FX ATLANTA

Engaging audiences with an Interactive panorama interstitial



MOTION-ACTIVATED PARALLAX EFFECT - MARCO POLO

Create an immersive experience with the illusion of 3D depth



BEST PRACTICE VIDEO + RICH MEDIA END CARD - OITNB

Generate action and performance adding an Interactive Companion Ad

Thank You!

KAYLA.WILSON@INMOBI.COM

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Be Inspired and Learn

MMA Webinar Series

Discover How Location Based Intelligence Generates Real-Time Insights, Foot Traffic, and Sales
Wednesday Oct 26th

Introducing the Mobile Prodigies: Millennials and Gen Z Define the Future of Location-Based Marketing
Tuesday, Nov 1st

Debunking The Myth of Programmatic TV: A #NoFilter Close-Up
Wed, November 9th

Top 3 Tips to Nail Native Advertising
Thursday, November 10th

mmaglobal.com/webinars

Upcoming MMA Events

MMA Forum Istanbul
November 1, 2016

MMA Forum Singapore
November 28, 2016

mmaglobal.com/calendar/monthly

MOBILE MARKETING ASSOCIATION

Take a Seat at the Table

MMA programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution Analysis

Currency Measurement

Internet of Things

Location

Mobile Messaging

Mobile Native Advertising

Mobile Programmatic

Mobile Shopper Marketing

Mobile Video

Privacy

To join a program, contact committees@mmaglobal.com.

MOBILE MARKETING ASSOCIATION

Participate in the Conversation

MMA Smartbrief

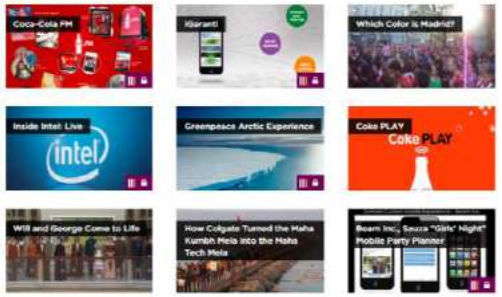
Mobile Marketing Insights

MMA LinkedIn Group

Get Social with MMA

Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook

Guidance Reports and Benchmarks

Webinar Library

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