VMI

Vdopia Mobile Insights

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PROGRAMMATIC MOBILE VIDEO INSIGHTS

VDOPIA

Leader in Programmatic Mobile Video Advertising

The next Big Thing in advertising

Last year marketers & publishers prudently invested in programmatic mobile video advertising. As the understanding and benefits of programmatic were recognized, the advertising industry expedited the adoption of programmatic in mobile. Through this report, we analyze the current growth trends in programmatic mobile video advertising and insights from Vdopia's mobile video marketplace, Chocolate. As seen below the growth in programmatic and mobile video is unpreceedented. If there's one element you need to include in your media plan, it is programmatic mobile video ads

1 - eMarketerI, Feb. 2015 • 2 - : Magna Global, Feb. 2015 • 3 - RBC Capital Markets, AdAge, Mar, 2015 • 4 - eMarketer, Oct. 2014

Projected Mobile Video Ad Spend

IN BILLIONS

Mobile video advertising is evolving at a furious pace. It is estimated that ad spend on mobile video will increase nearly 10X in next four years.[1]

Programmatic Digital Display Ad Spend

IN BILLIONS

Marketers are expected to increase their mobile ad spend on programmatic advertising by 70% in 2016. Ad spend on desktop programmatic advertising is expected to slightly decrease, thereby making mobile own 70% share of total digital programmatic advertising market.[2]

1 - Magna Global, Feb. 2015 • 2 - eMarketer, Oct. 2014

INSIGHTS FROM CHOCOLATE

A Mobile Video Marketplace

+3104% **+1096%** **+961%**

Numbers are comparison between Q2'15 and Q1'15

CPG Brands, Restaurants, Technology & Travel brands love mobile video and are spending significantly high numbers on programmatic advertising

60% of top 10 DSPs (in terms of ad spend) increased their spending on Chocolate in Q2'15 when compared to Q1'15

65% of top 20 publishers saw an increase in revenue in Q2, 2015 when compared to Q1, 2015

Vdopia Growth - Auctions

2X Increase in Mobile Web Ad Auctions

The stupendous growth in mobile web auctions portrays publishers trust in programmatic video to offer a compelling experience to its users in an efficient manner.

3X Increase in Mobile In-App Ad Auctions

App publishers are making sure to leverage smarter advertising methods like programmatic to win and engage its app users with delightful video ads.

Chocolate Growth - Ad Spend

2X increase in ad spend on mobile web

Brands love to follow the eyeballs of its consumers. With growing mobile media consumption, the brands are keen on spending on programmatic mobile video ads which offers a viewable, efficient and brand safe way of reaching the right consumer.

5X increase in ad spend on In-App

Time spent on apps is up 63% in past two years according to a recent study by Nielsen. Marketers are following suit by leveraging the programmatically served mobile video ads that reaches the right consumer at the right time in the right place.

Fastest Growing Advertiser Categories

Top 5 fastest growing advertiser categories have shown a furious growth in Q2. The belief shown by marketers in programmatic mobile video advertising is immense and we're confident of seeing marketers from different ad categories follow suit.

10 Highest Spending Advertiser Categories

1. CPG
2. Technology
3. Business Services
4. Restaurants
5. Retail
6. Travel & Tourism
7. Automotive
8. Consumer Goods
9. Financial Services
10. Education

Top 20 Publishers

Publishers approach to programmatic mobile video has been positive and profitable. As you can see, the majority of top 20 publishers saw an increase in revenue which reflects the growing understanding and comfort towards programmatic mobile video and the trust marketers have on programmatic buying.

Completion Rate

More people are watching video ads until the end. In Q2, we saw more than 60% completion rate for all video ads that were played on Chocolate exchange.

Third Party Ad Servers

Sizmek
INNOVID

Certification with multiple MRC accredited third-party ad servers ensures seamless running of mobile campaigns by leveraging cutting-edge technologies.

Brand Safety

DoubleVerify

Seamless protection from sites that don't align with your brand. Greater clarity into ad context and placement during every step of your campaign.

Analytics

METAMARKETS

Processes billions of transactions daily and extract revenue-driving insights at the speed of the market. Live performance and avails reporting that increases liquidity and engagement.

Brand Viewability

Integral Ad Science
MOAT

Makes sure ads are viewable–i.e. people can actually see them and are being seen by actual people, not robots or software operated

Third Party Data

Experian
bluekai

Comprehensive access to quality 3rd party data available to segment and target audiences across any demographics.

Audience Verification

comScore
nielsen

Brands reach the right demographic audience and publishers' audience is validated bringing transparency and TV like measurement in mobile.

159.1 Million unique mobile users in US | **9,772** mobile sites and apps | **12 Billion+** mobile video ad auctions per month

Thank You.
For any information write to us at
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