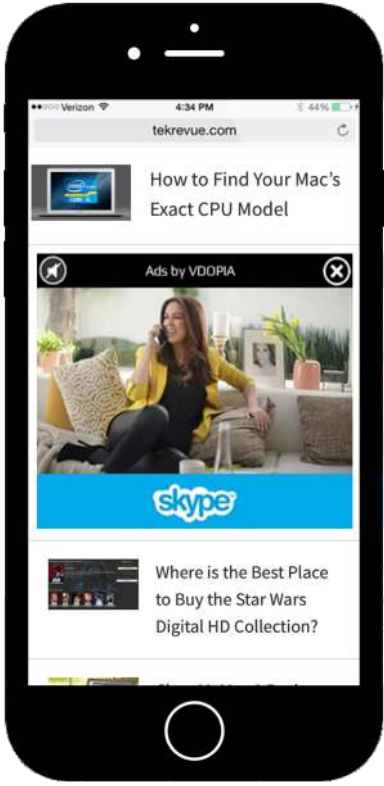
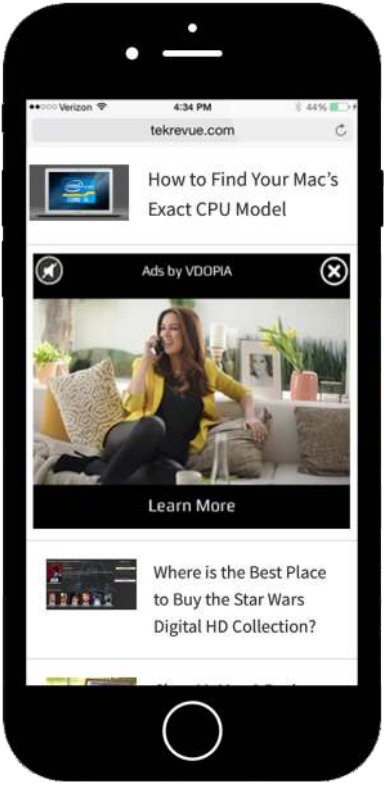


InView : Dissected

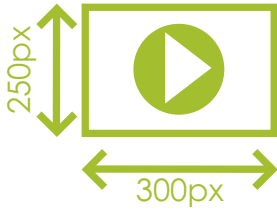
Video ads autoplay inline with content without sound as it appears on screen and pauses if people scroll past. Clicking on the video takes you to the advertiser landing page.



16:9 configuration



15 seconds & 30 seconds



Landing page URL



If less than 50% of the Video Ad container is visible, the video pauses.



MEASUREMENT & TRACKING



NIELSEN DIGITAL AD RATINGS



MOAT



Any file size acceptable. Video will be resized for mobile

Any video format acceptable. Video will be reformatted for smartphones/tablets

Any Mobile Website.



Yes. Branded companion banners can be placed at Video footer for interaction and messaging. Clicking anywhere on the video ad container takes the user to Advertiser's landing page.

- First-Party Data Targeting
- Third-Party Data Targeting (35+ Branded Partners)
- Cross-Screen Targeting
- Machine Learning and Optimization