



**Chocolate  
Marketplace  
Insights (CMI)  
Q4, 2017**

# Programmatic Mobile Video Advertising Overview



56%

Increase in in-app ad spend vs mobile web

170%

increase in full screen video ads

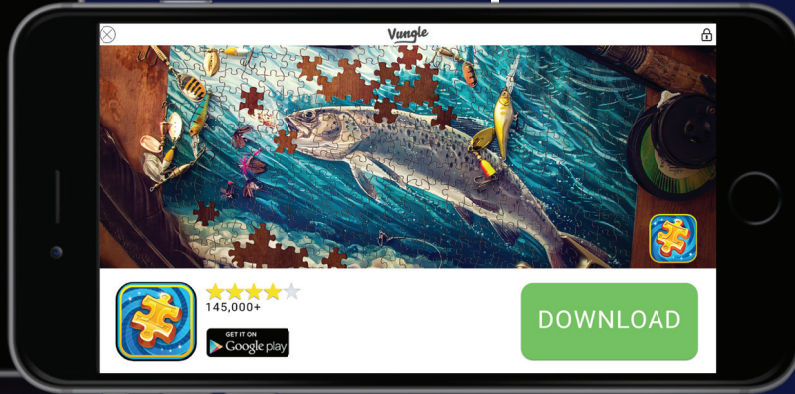
30%

increase in video ad impressions served

29%

increase in mobile video ad spend

Technology, retail and auto are the top 3 mobile video brand advertisers



Programmatic  
is shaping the  
future of digital  
advertising

67%

of global digital ad spend  
will be programmatic by 2019<sup>1</sup>

\$84.9B

total global programmatic digital  
ad spend by 2019<sup>2</sup>

76%

of total digital video ad spend in  
the US will be traded  
programmatically by 2019<sup>3</sup>

85%

of mobile display ads will be  
traded programmatically by  
2019<sup>4</sup>

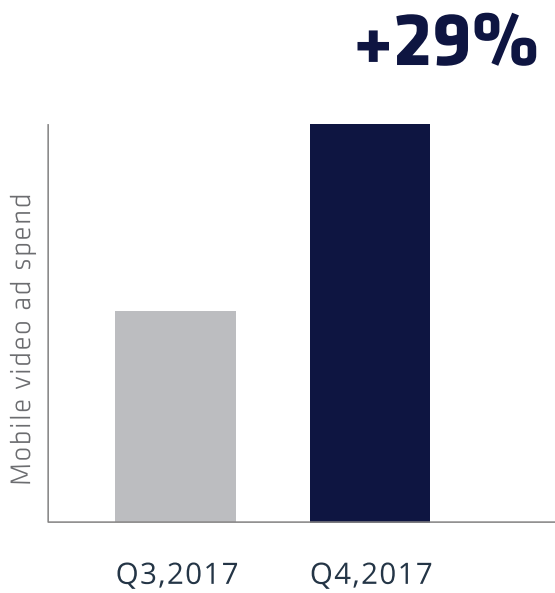
## Transparency is the Key to Programmatic's Future Growth

At Chocolate, we have seen tremendous interest from global brand marketers for programmatic solutions that deliver successful results with 100% transparency by bringing best of fraud detection, brand safety, and viewability measurements. Our partnerships with MOAT, Picalate and conscious efforts to clean up fraud inventory has build trust and led to nearly 30% growth in ad spend in Q4'2017. Through this report, we aim to share key trends and insights from the Chocolate Marketplace

<sup>1</sup> <https://www.zenithmedia.com/programmatic-marketing-forecasts/> <sup>2</sup> <https://www.zenithmedia.com/programmatic-marketing-forecasts/>

<sup>3</sup> <https://www.emarketer.com/Report/Q4-2017-Digital-Video-Trends-Monetization-Audience-Platforms-Content/2002161>

<sup>4</sup> <https://www.emarketer.com/Article/eMarketer-Releases-New-Programmatic-Advertising-Estimates/1015682>

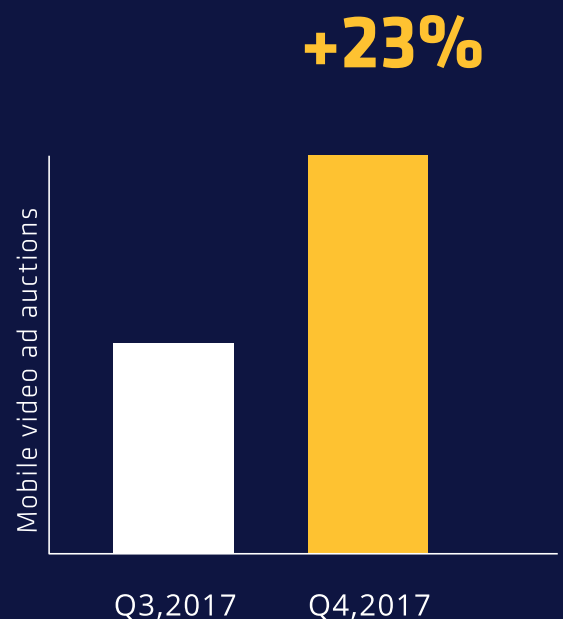


## Rising mobile video ad spends

Our continued focus on brand safety, viewability and fraud detection has delivered another quarter of growing ad spend on Chocolate Marketplace. With significant investments in technology and third-party integrations, marketers trust our platform to deliver desired results.

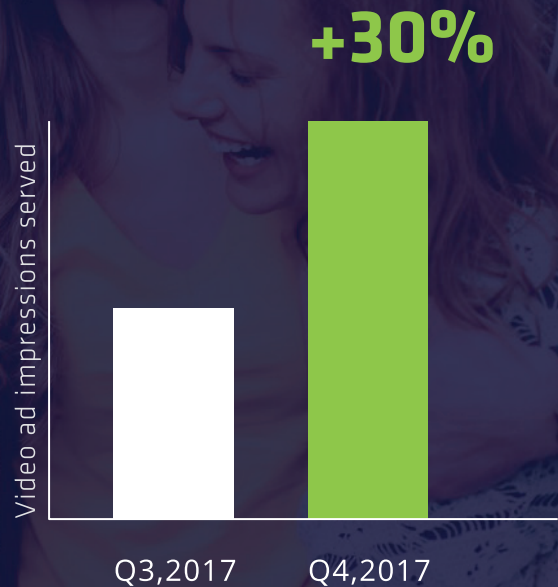
## Programmatic driving growth in mobile video ad auctions

Reaching wider audiences is of paramount importance to marketers to create a truly global brand. At Chocolate Marketplace, we onboard new supply partners frequently to give premium, fresh and scalable mobile web and app inventory.



# 1.3X increase in video ad impressions served

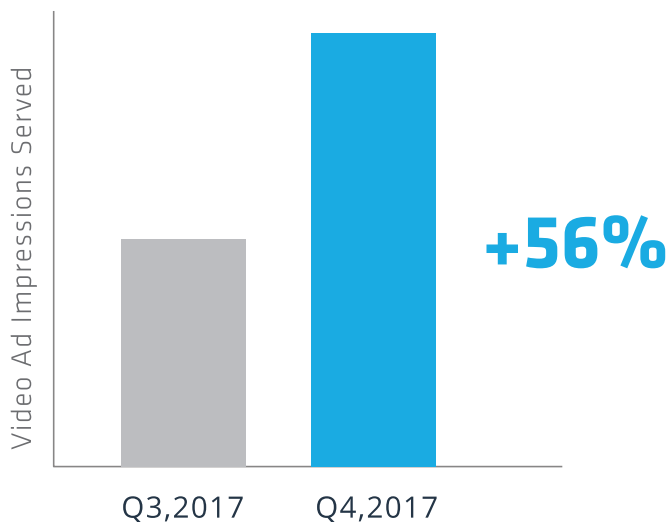
More than 30% increase in actual impressions served showcases the true growth of our platform. Nearly 100% of these ads were video ads, thus, signifying a truly mobile-video only programmatic platform of choice for marketers.



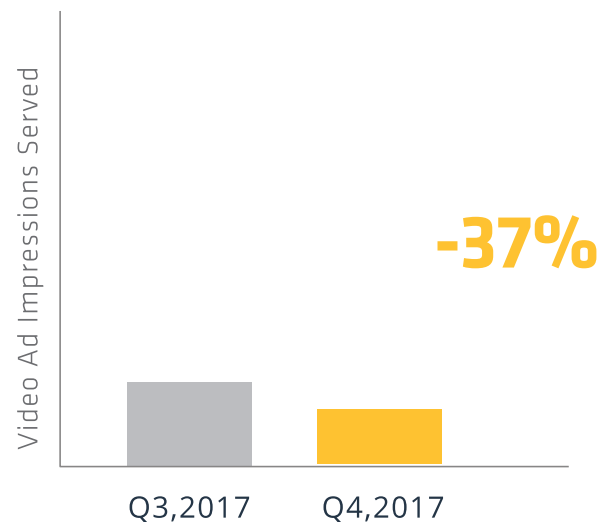
# 1.5X increase in In-App Video Ad Impressions

Mobile Apps are eating the world. Marketers are taking note of it and doubling down their efforts on in-app marketing. Coupled with engaging video ad formats, in-app video ads is the most sought-after advertising channel. Mobile web has seen a sharp decrease mainly due to premium publishers & media owners have moved on from mobile web to app-based properties.

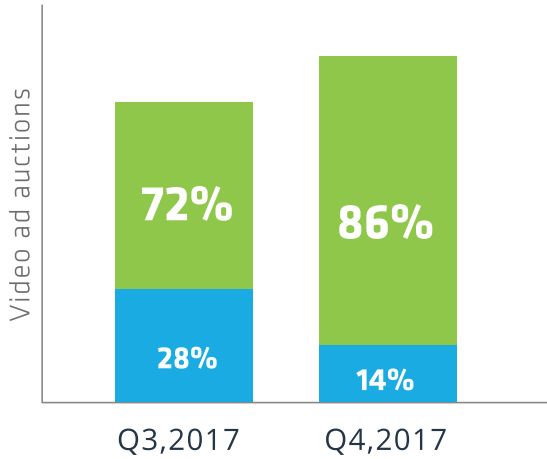
## In-App Video Ads



## Mobile Web Video Ads



### App vs Mobile Web Ad Auctions



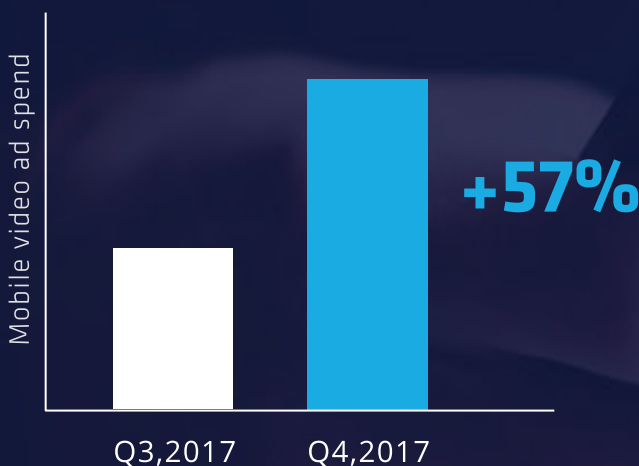
## Apps are outpacing Mobile Web

We observed tremendous interest from leading app developers and premium publishers looking to monetize their app inventory. As seen in the chart on the right, apps are the primary channel for ad requests whereas mobile web is now reduced to less than a one-sixth share.

# 1.6X increase in In-App video ad spend

App usage is at an all-time high with some estimates suggesting people are spending more than 2 hours daily on apps on their smartphones. Marketers are in response raising their investments significantly in apps to make sure they are capturing their consumers' attention.

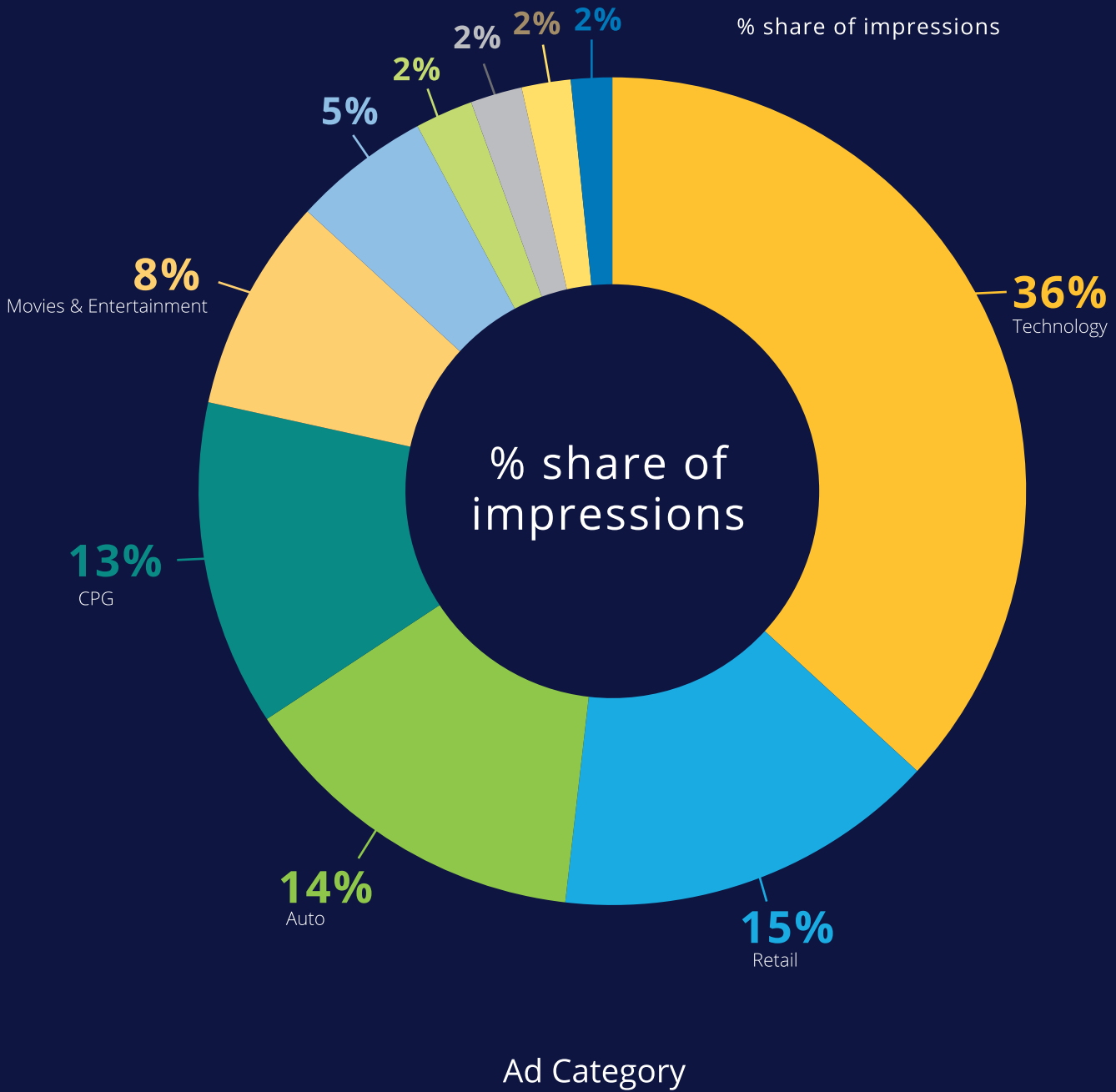
### In-App

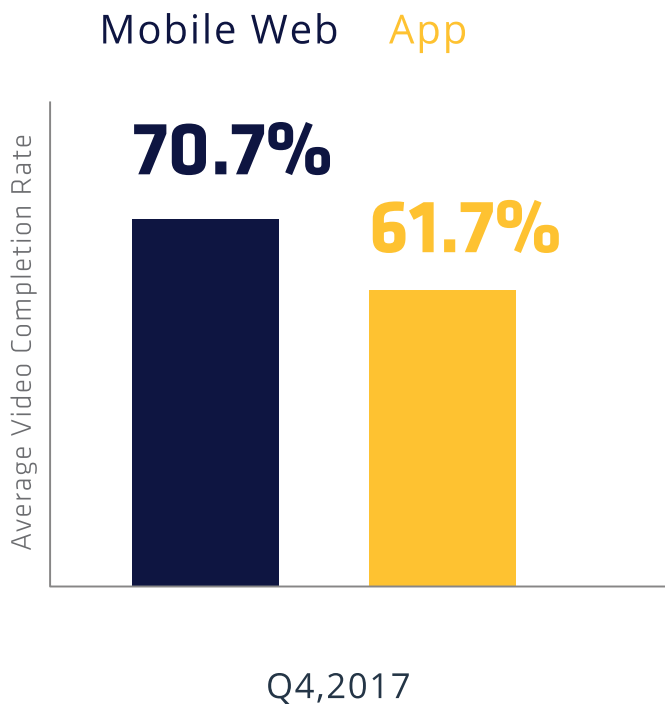


### Mobile Web



# Top Brand Advertisers





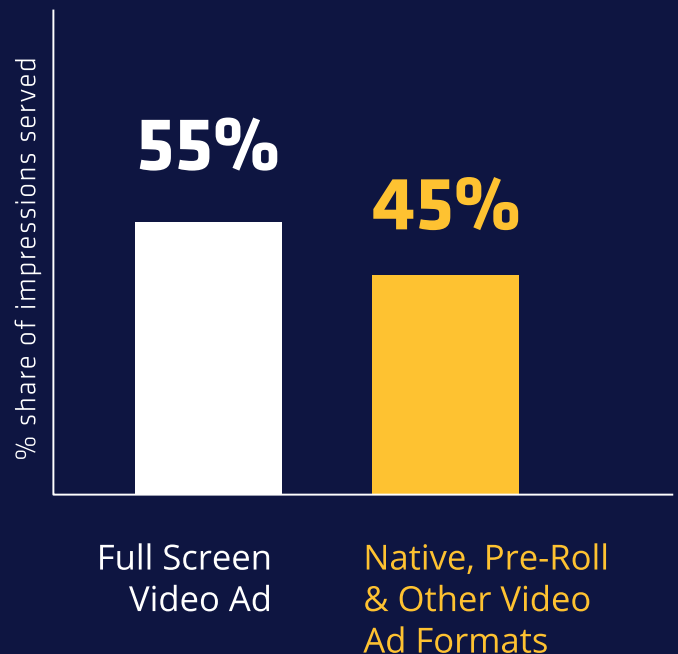
## Video Completion Rate

Chocolate Marketplace observed high video completion rates for both mobile web and in-app video ads.

## Video Ad Format

We offer multiple video ad formats on Chocolate Marketplace to cater to different publishers and marketer's demand. However, full-screen video ad format has seen enormous growth over the past quarter. Undivided attention, full-screen view and high yield are the key reasons for both marketers and publishers to opt for this ad format.

**170%**  
increase in Full Screen Video Ads  
Q4, 2017 vs Q3, 2017



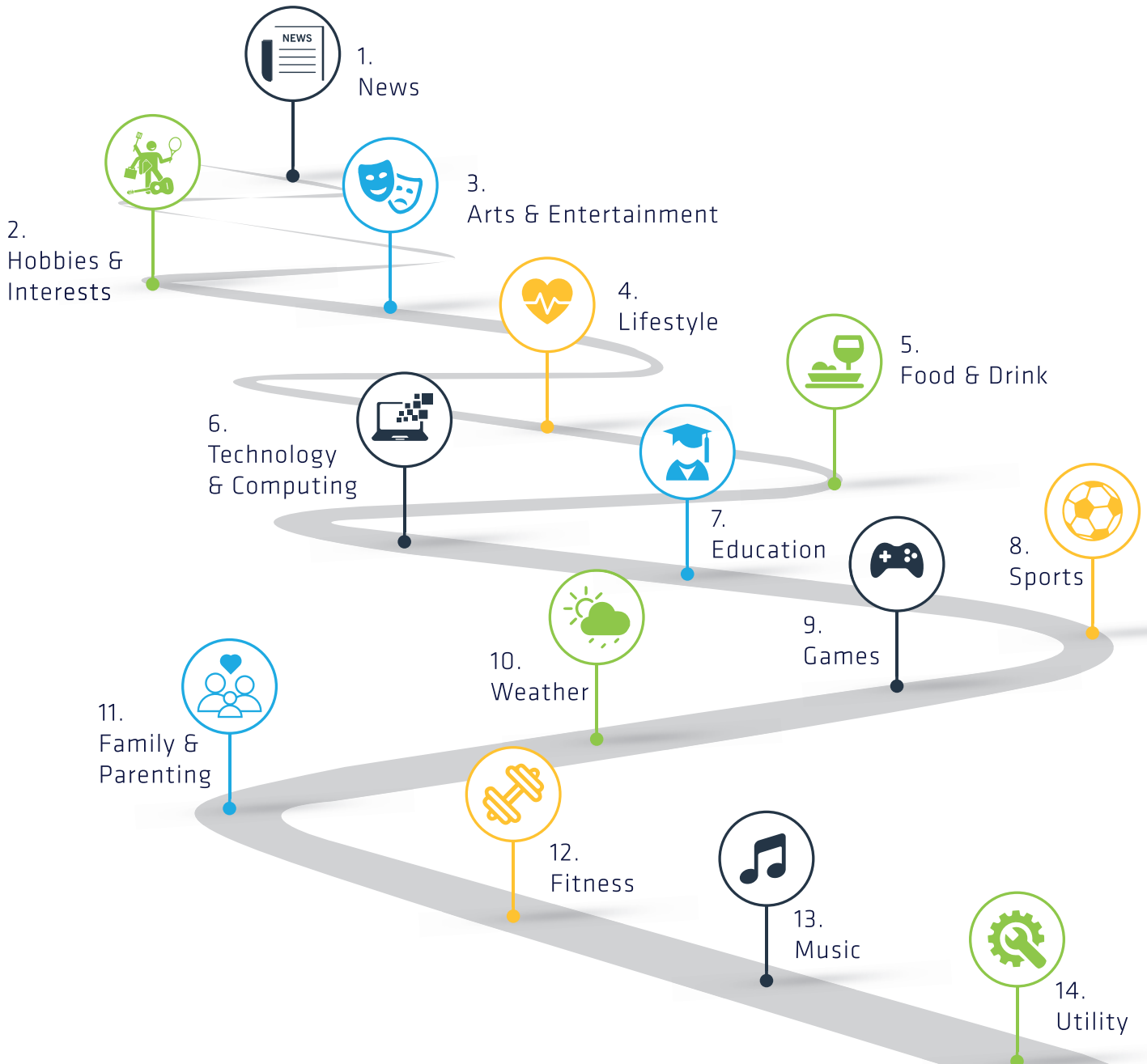


# Video Ad In-View Time Increased by 32%

Viewability is a major concern for marketers around the world. At Chocolate Marketplace, we have partnered with top viewability measurement firm to assure we offer transparent and 100% viewability measurable inventory. As seen in the graph, the in-view ad time i.e. the actual time spent by users viewing the video ad increased by 32% in Q4 vs Q3'2017.



# Top Publisher Categories



# About Chocolate

Chocolate is a global leader in mobile video advertising. Chocolate offers two core products, Chocolate Marketplace, a global programmatic buying and selling platform for mobile video advertising and Chocolate Mediation, an end-to-end monetization solution for app developers & publishers. Chocolate is a privately held, venture-backed company headquartered in Silicon Valley with offices in San Francisco, CA and India.

For any questions, please write to us at  
[marketing@chocolateplatform.com](mailto:marketing@chocolateplatform.com)