



# VIDEO VIEW COMPLETION RATES HIT AN AVERAGE OF



## FOR THE BMW VIDEO

### OBJECTIVE:

To distribute the BMW trailer video amongst a target audience of men aged 25-55, to drive viewers to the full 3 minutes video, while optimizing towards social engagement.



### THE SOLUTION:

 Distribute the BMW video in carefully targeted environments using DMA technology

- 1. Target users in selected GEO's.
- 2. Games proven to have high share rates
- 3. Applying dynamic mindset advertising (DMA) technology seeking to identify the exact moment a user is in the most receptive mind-set to engaging with the video before displaying the ad.
- 4. Target desktop and mobile devices to reach audiences in a variety of environments

### METICULOUS TARGETING:

- GEO's – specific regions within the UK
- User demographics
- Optimal ad-engagement mindset (per user, per game) – based on DMA (Dynamic Mindset Advertising).
- OS and device
- Contextual relevancy
- Technographic segmentation
- Dayparting

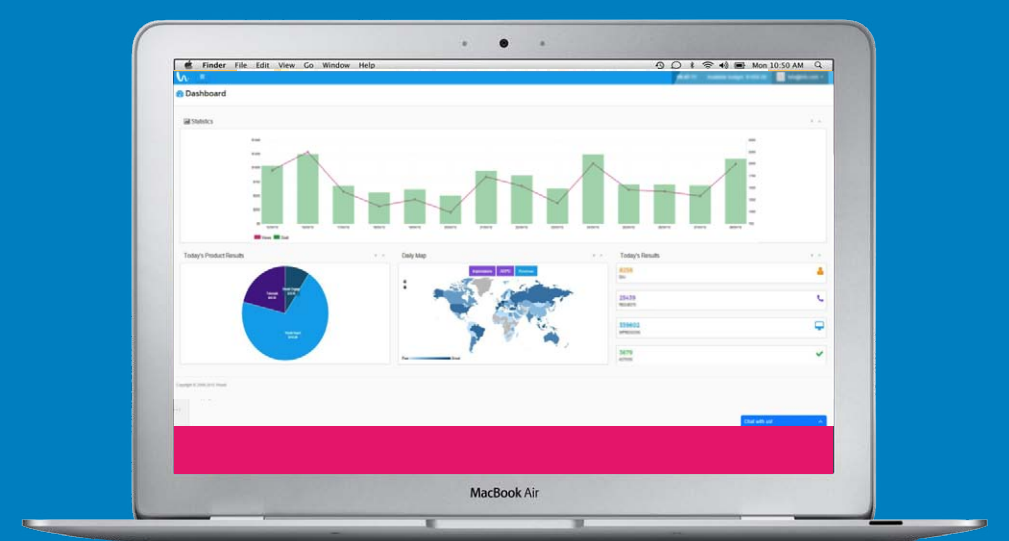
### MAIN ADVANTAGES USING WOABI'S DMA COMBINED PROGRAMMATIC RTB:

- Viewability - user initiated video views ensuring actual on-screen play.
- Unmatchable Brand-safety – brand messaging served only to relevant users, and only when they are most likely to engage thus ensuring a positive brand association.
- RTB – real time bidding according to the campaign KPI's (CPV, CPCV)
- Transparency – 100% media transparency of our cross screen and device premium games and apps
- Highest video view completion rates (averaging at 92.1%)
- Real time performance analysis and optimization

# RESULTS



- Real-time tracking, reporting and campaign performance data.
- Complete transparency throughout the campaign duration, enabling hands-on optimization.
- Enjoy the best of both worlds: a dedicated account manager alongside the complete control using a self-managed platform.



“Really good added value views from you guys”

**MEDIACOM** David Hazlett  
Digital Planner / Buyer Mediacom

### WE DO IN-GAME ADVERTISING

We are an in-game advertising company specializing in branded video distribution through desktop, social & mobile games.



### IN-GAME ADVERTISING FUELED BY DMA

1. DMA (Dynamic Mindset Advertising) is an algorithm based technology which is integrated directly into games.
2. DMA studies playing patterns and learns when and how to engages with a user.
3. It's about targeting precisely the right audience, at precisely the right moment, in precisely the right manner.
4. It's about creating the perfect user and brand experience.

