



Executive Summary

Like many publishers, Intermarkets – and its properties HeadlinePolitics, The Political Insider and TellMeNow – were challenged to create enough video inventory to meet the demand of advertisers seeking to get video ads in front of their audiences.



By adopting the new outstream video advertising unit from Virool called “InLine,” exclusively powered by Rubicon Project, Intermarkets was able to attract new advertisers and dramatically increase video advertising revenue, without reconfiguring their editorial layout, displacing any of their current ad placements or producing expensive new video content.

Best of all, the company was able to achieve a double-digit lift in revenue while embracing a new standard for advertising viewability that protects their user experience instead of disrupting it.

Challenge

Like publishers everywhere, Intermarkets was looking to match consumers’ increasing interest in watching video in digital channels, and capitalize on advertisers’ corresponding desire to get their video ads in front of those viewers.

Erik Requidan, VP of Sales and Programmatic Strategy at Intermarkets, knew that their properties were leaving money on the table.

eMarketer estimates that 63.5% of the US population will watch digital video content regularly this year and that there will be close to 20 million new digital video viewers between 2015 and 2019.¹ No wonder the IAB predicts that US digital video advertising revenue will top nearly \$5 billion this year, and reach \$13.3 billion by year-end 2020.²

Now more than ever, having the right audience reach and content mix is essential. Consumers are watching more video on both desktop and mobile, so advertisers seek both types of impressions.



¹eMarketer’s US Digital Users, Q1, 2015 Complete Forecast, February, 2015.

²Business Insider Intelligence, Digital Video Advertising Report, April 21, 2015.



The issues publishers face in this area include the following:

- Producing high-quality video content that can support in-stream (pre-roll) video advertising is expensive and – for many quality publishers – is a distraction from their core business
- Premium publishers that do have video inventory that can support pre-roll advertising generally sell out – due to the scarcity of quality video inventory vs. high advertiser demand
- The proliferation of ad verification technology is making the available quality inventory even more scarce and expensive

In a world of mainstream TV advertisers seeking brand-safe environments to reach their target audiences at scale, many digital publishers are missing out.



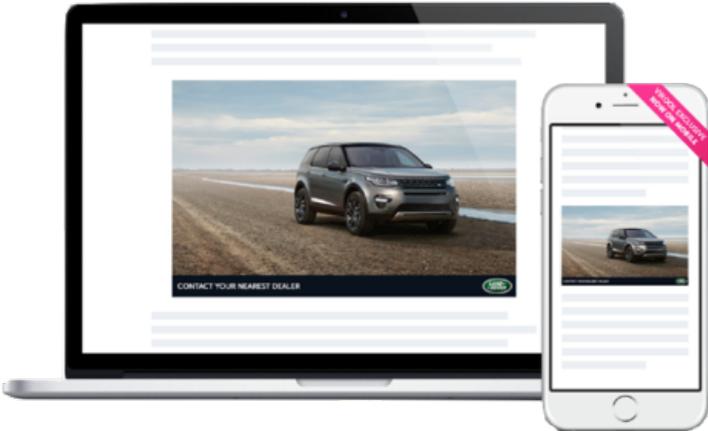
“The vast majority of publishers are nowhere near capable of providing advertisers with the volume of high-quality, pre-roll video inventory they seek. That’s why so many sellers find themselves literally turning away buyers. What’s worse, they are missing out on the most engaging, in-demand and profitable advertising format of all.”

– Erik Requidan, VP Sales and Programmatic Strategy, Intermarkets

Solution

A long-time premium partner of Rubicon Project, Requidan learned in March about a new “InLine” video ad format that the company was bringing to market and offering to programmatic buyers at scale.

Virool’s InLine is a new outstream video ad format for desktop and mobile web that does not require a seller to have video content in order to appear. Rather, the InLine video unit creates an open space for its own video player to appear in standard, text-centric web and mobile web pages.



Establishing a new standard for viewability, the InLine video ad only plays when in full view to the user. Further, the unit’s corresponding audio track only plays when activated by the user’s cursor hovering over the unit. The InLine video then disappears on completion or – if the page is scrolled up or down – the unit recognizes that it is out of view and stops playing mid-stream.

Importantly, InLine follows the VAST protocol and is VPAID supported, therefore the same as In-stream pre-roll video, which commands higher CPMs and offers full video reporting metrics.



"With InLine video, powered by Rubicon Project, advertisers can buy premium, user-initiated and viewable video advertising at scale and across all screens – including iOS mobile web. By dynamically embedding video ads within written content, we empower publishers to instantly create premium video inventory on both desktop and mobile web."

– Kaylie Smith, Head of Seller Cloud, Rubicon Project

Impressed with what he heard about the new InLine video units, and understanding his sites needs, Requidan quickly moved to testing.

Results

In result, Requidan and his partners at HeadlinePolitics, The Political Insider and TellMeNow have been extremely pleased.

"We saw an immediate lift in revenue. The units were 100% viewable and drove impressive engagement metrics around both time spent viewing and click-through, which kept our advertisers very satisfied," said Requidan. "Driving valuable incremental revenue with InLine units gave us the power to bring "found money" to our properties."

Best of all, by working with InLine units, Requidan has been able to bring a host of new premium advertisers to his sites, including such household names such as CVS, KFC, Wells Fargo, Facebook, Cabela's and Proctor & Gamble's Head and Shoulders.



"It's exciting to be working with leading brands on this creative new unit that is more engaging and yet more respectful of our reader's experience and personal preferences. We are thrilled to be able to support these brands' needs and to participate in the video advertising economy – a "must have" in today's hyper competitive landscape."

– Martha Jackson, Content Manager, Intermarkets

Learnings & Best Practices

In learnings and best practices, Requidan shared the following tips:

1. Place InLine video units high up on the page, to ensure that even casual readers skimming articles will have a chance to see the brand videos
2. Ensure that you place the InLine units on high-quality inventory that offers a compelling reading experience to ensure that users are highly-engaged and "leaning-in" to begin with
3. Match the width of InLine to the content surrounding it, providing a seamless aesthetic and maximizing video player size for optimal performance



About Intermarkets:

Intermarkets is committed to helping advertisers succeed by connecting them to premium audiences through programmatic and direct buying channels. The company's collaborative partnerships across the industry create a multi-faceted, inclusive solution for marketers and publishers. For more than 15 years, Intermarkets has remained on the leading edge of the rapidly evolving media and marketing industry. The company listens to its clients and partners, predicts buying trends and channel expansion, and consistently delivers the digital advertising solutions that clients want and need.

To learn more about InLine Video Advertising powered by Rubicon Project, contact:

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