

In-Article Video Advertising

Video marketing embedded in the heart of editorial content.



Stand out from the noise and capture the audience's attention with an immersive, visual & audio experience that is non-intrusive to users. An ideal way to deliver video ads to a highly targeted audience.

DETAILS

Optimal user experience

- Plays when visible on user's screen, pauses when user can't see it onscreen; resumes when in view again
- Audio starts on user initiated click

Premium environment for short 30-60 second videos – below the fold between two paragraphs for more focused, attentive viewer engagement

Guaranteed viewability – only plays when more than 50% in view on user's screen

REPORTING

- ✓ First quartile
- ✓ Midpoint
- ✓ Third quartile
- ✓ Completes
- ✓ Complete rate %
- ✓ Clicks
- ✓ Click rate %