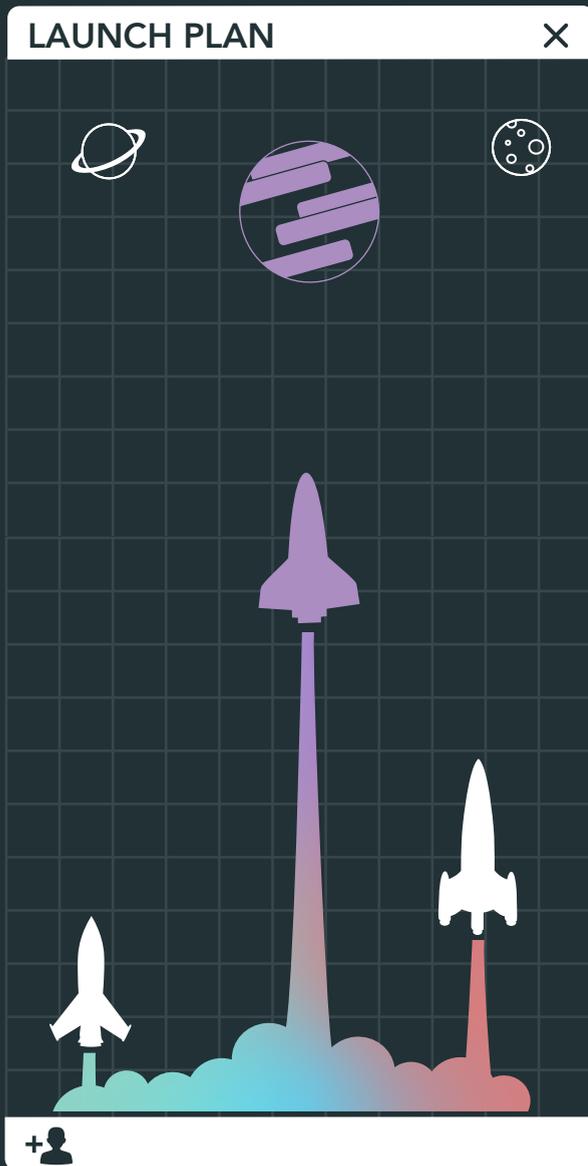


Redefine





redefine

Video advertising — television in particular — has traditionally been seen and leveraged as a brand awareness medium. Now, with video becoming pervasive across channels and marketers embracing holistic, multi-screen strategies, video is emerging as a performance medium. Using tools for personalized creative and business outcome optimization, marketers can craft video experiences that impact audiences across opt-in ecosystems. Brands can capitalize on the ubiquity of video and leverage its storytelling, action-driving power across the funnel to not only build awareness, but also impact mid- and lower-funnel conversions.

redefine video creative

Catalog-driven ads have long been a staple of social media and display advertising, especially when it comes to retargeting, but they've historically included static creative. Yet video ads have proven to be effective in driving purchase decisions, with 46% of respondents in a **recent study** saying they have made a purchase as a result of watching a branded video. Bringing dynamic elements to catalog feeds can allow brands to deliver targeted product ads through automation while also creating highly-engaging experiences for audiences. While native social platform advertising tools can be limited in their branding options for catalog-based creative, tech partners that specialize in automating personalized creative at scale can help advertisers develop brand-safe, relevant creative for their audiences.

SELECT FLYER FOR DESTINATION
✕

Increased Response of 46%

Audience

Model A

Model B

Model C



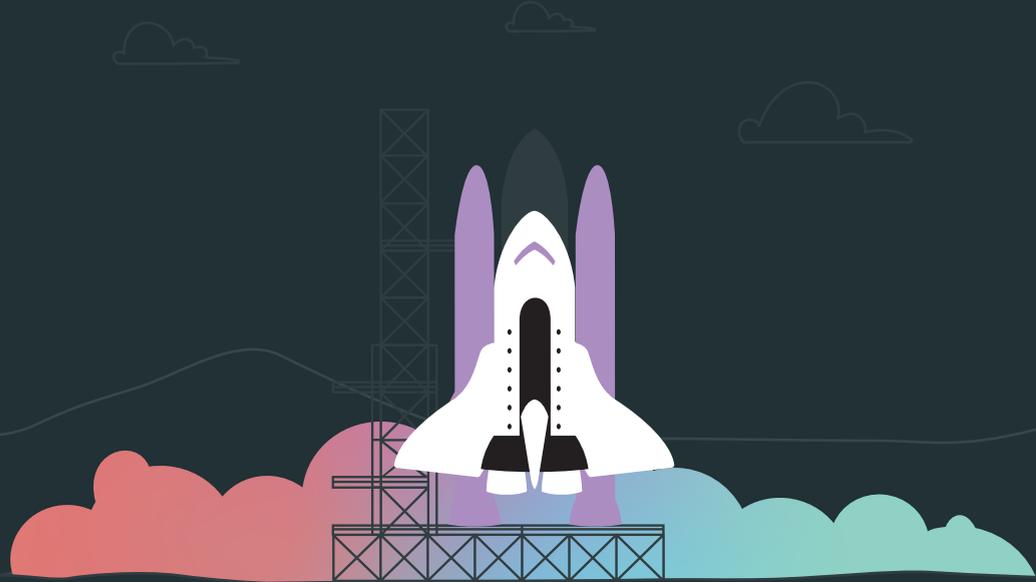
redefine actionability

Digital advertising has led the charge in redefining optimization for video advertising by allowing for real-time actions using business outcome data. Advanced methods for buying and measuring TV ads — particularly OTT and CTV — are making this a reality for brands that look to reach large audiences with television. According to our recent study with Forrester, **75% of marketers** say video is evolving from a brand awareness format and should be used to impact specific business outcomes. The next step for advancing video measurement is to connect insights across channels by anchoring metrics in the same source-of-truth — anything from in-store visits to app downloads — and optimizing campaigns based on these insights. While real-time optimization is common in digital and social, advertisers can also be making mid-campaign adjustments to linear TV scatter based on outcomes beyond reach and frequency. With a focus on KPI-based data, instead of vanity metrics, video can be optimized across channels to drive real business value.



redefine relevance

As new streaming services are launched seemingly every day, video consumption in closed ecosystems is the new normal for audiences and advertisers alike. Consumers are drawn to these opt-in environments for premium content, while marketers are drawn to the opportunity to deliver relevant full-screen video experiences targeted to their ideal audience. With the number of US pay TV households projected to decline to 72.7 million by the end of 2019, the number of digital video viewers is growing and should hit 235 million, representing over **70% of the US population** – all reachable through cross-channel video advertising platforms. Using first-party data to reach a consistent audience across channels, brands can reach strategic audiences with tailored content and improve the experience for advertisers and consumers alike.



redefine your video

Video's day as a performance medium has come. Creative solutions that offer brand-safe video advertising tied to product catalogs drive conversations and are more engaging than their static predecessors. New methods for buying and measuring TV ads — particularly in OTT and CTV — offer the opportunity to optimize video campaigns mid-flight against business outcomes. And the ability to orchestrate messaging across opt-in environments means marketers can refine ad content to be more relevant — and higher performing — in channels where their audiences want and expect to engage with brands. Marketers today can redefine their video marketing, propelling it from an awareness to a performance tool that drives consideration and conversion across channels and across the funnel.



4C is a global data science and marketing technology company that delivers self-service software for brands to execute video-centric marketing and optimize business outcomes. Leading brands, global agencies, and media owners trust the **Scope by 4C™** platform to identify their most valuable consumers and reach them across channels and devices. With nearly \$2 billion in annualized advertising spend running through Scope, 4C enables self-service activation on linear television and social media, over-the-top content, and digital commerce. Founded in 2011 and based in Chicago, 4C has staff in 16 worldwide locations throughout the United States, United Kingdom, the Netherlands, France, Hong Kong, India, Singapore, and the Philippines. Visit www.4Cinsights.com for more information.