

Нативная Видеореклама



Тенденции 2014



Топ Рекламные Тренды 2014

Мобильный трафик



Нативная реклама



Programmatic



Таргетирование по данным



A large, colorful tunnel made of many small cubes, receding into a bright white light at the horizon. The cubes are in various colors including red, orange, yellow, green, blue, and purple, and are arranged in a way that creates a strong sense of depth and perspective. The background is a dark gray.

Нативные форматы

Восходящие звезды

iab.

Нативная Реклама в Цифрах

62% сайтов поддерживают нативный формат

16% запускают его в 2014

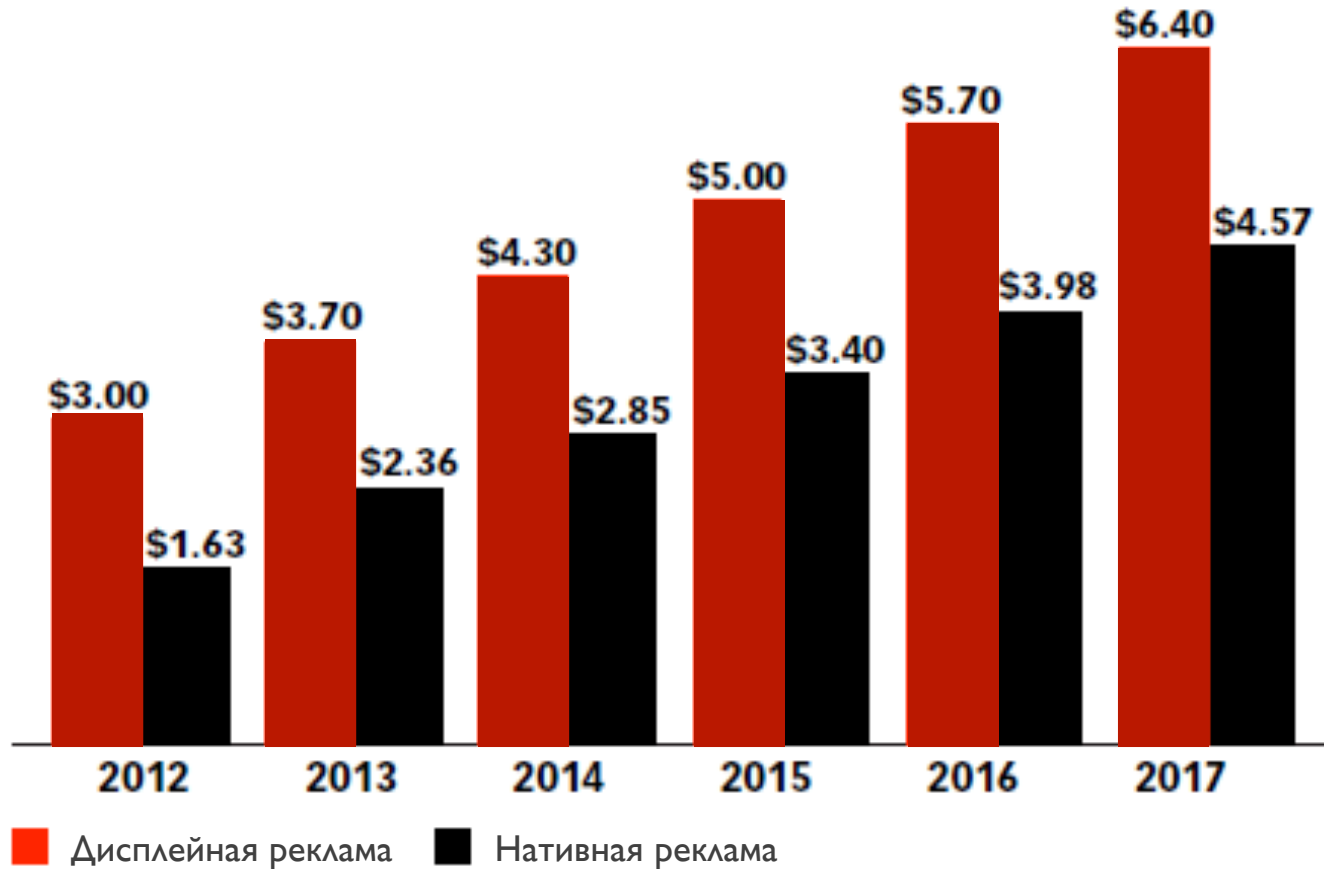
41% брендов используют нативную видеорекламу

20% брендов планируют кампании на 2014 год

30% дохода сайтов

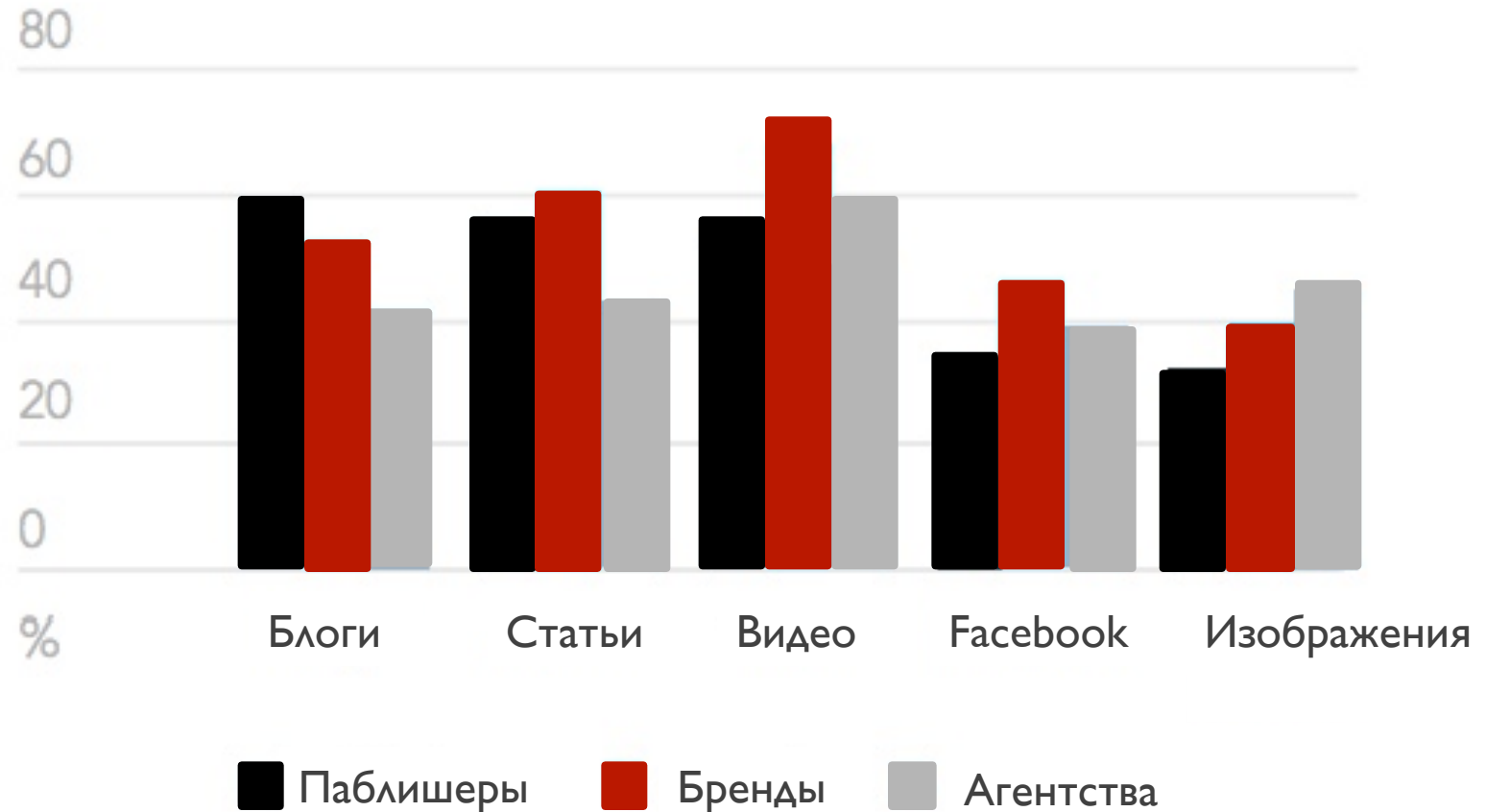
Нативная Реклама в Цифрах

Объем рекламного рынка США в social media (миллиарды \$)



Эффективность Нативных Форматов

Сравнение эффективности форматов нативной рекламы



Source: #StateofNativeAdvertising2014, Hexagram and Spada

События Нативного Рынка 2014

Лидеры рынка запускают собственные нативные рекламные решения



Yahoo Gemini Marketplace



InPowered



Sharethrough



Starcom Media Vest



Nativo

Восприятие Нативной Видеорекламы Пользователями

52% чаще замечают



32% чаще делятся



74% выше вероятность покупки



Потенциал Нативного Видео

Что из нижеперечисленного Вы делаете минимум 1 раз в месяц?

Смотрю видео других пользователей



Читаю отзывы пользователей



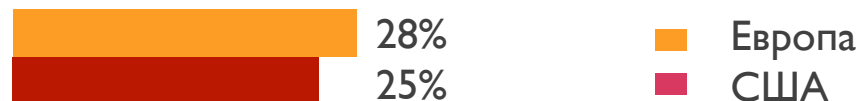
Читаю форумы и комментарии



Читаю блоги



Слушаю/скачиваю аудио



Просматриваю фото



Нативная Видеореклама

Внутри контента

До 100% бонусных просмотров

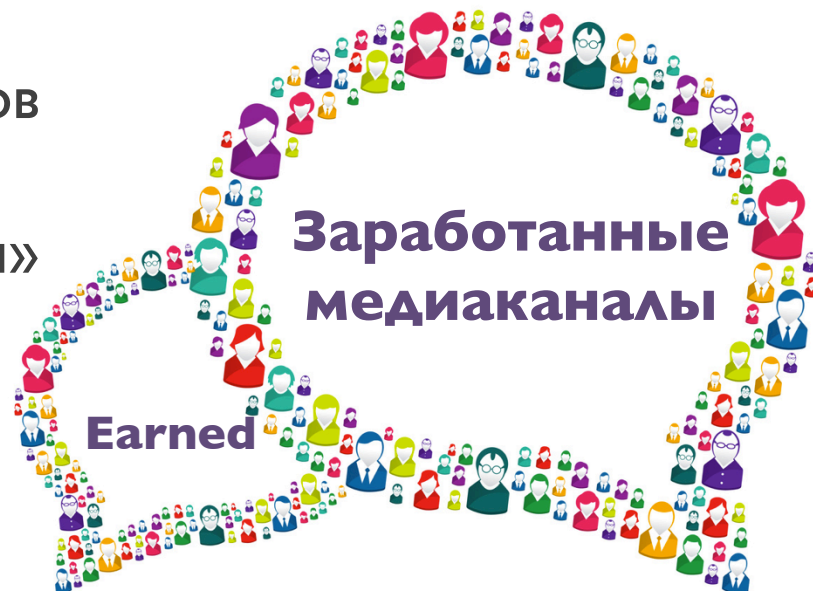
Вне зоны «рекламной слепоты»

Осознанный просмотр

Релевантный контент

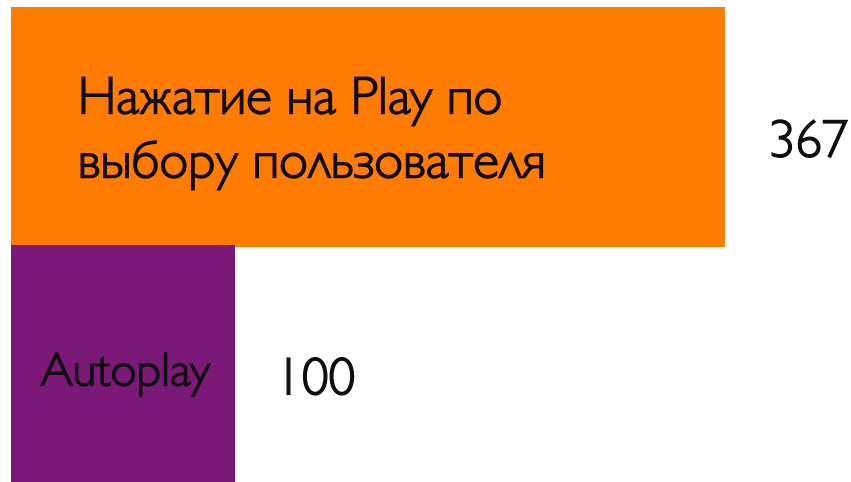
Заинтересованная аудитория

Укрепляет и углубляет взаимоотношения с бренда



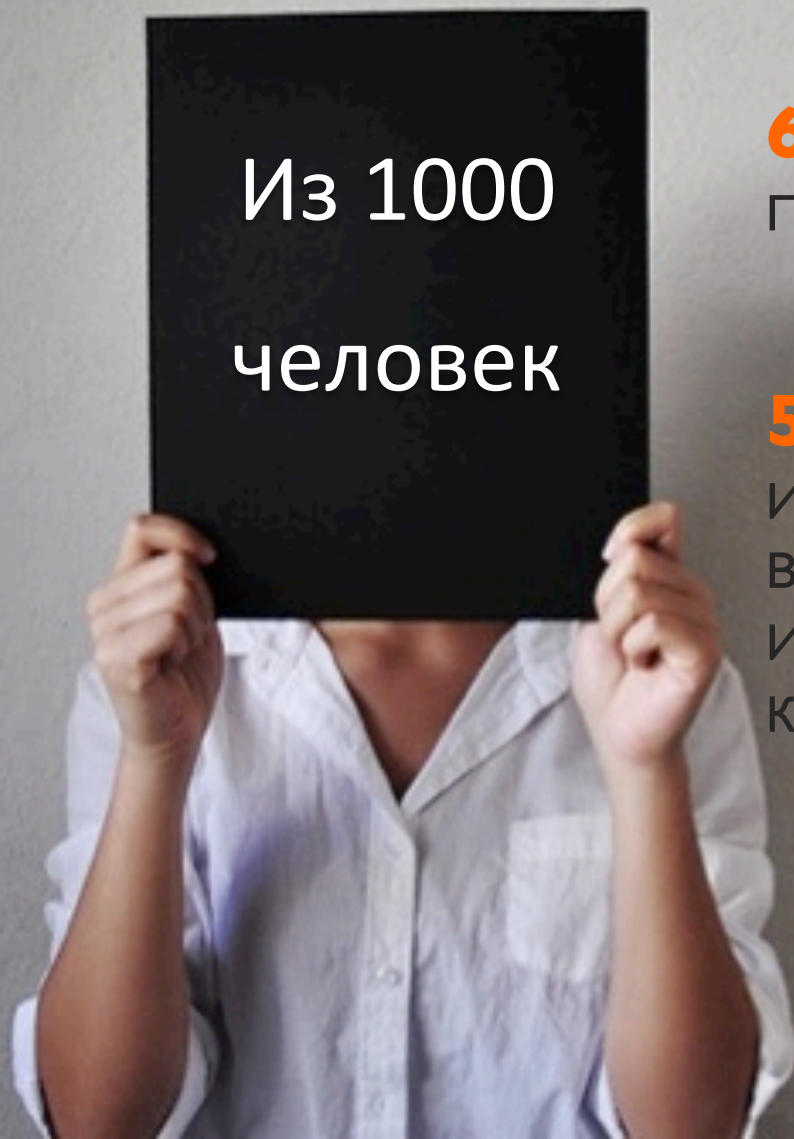
Осознанный Просмотр

Почему важна возможность выбора?



В 4 раза больше
ПОЛЬЗОВАТЕЛЕЙ
ПОЛОЖИТЕЛЬНО
реагируют на рекламу,
решение о просмотре
которой они приняли
сами

Source: Undertone and IPG Media Lab Facial coding panel, общая база опрошенных n=456



Из 1000
человек

1 кликает на баннер

6 переходят по ссылке в
пре-роле

50-150 самостоятельно
инициируют просмотр
видео в плеере,
интегрированном в
контент площадки



Лучшие рекламные площадки



Официальные Участники Биржи Нативной Видеорекламы

HEARST

Hearst Corporation | 700 площадок



McClatchy Co | 29 национальных новостных порталов в США



USA Today | национальный новостной ресурс

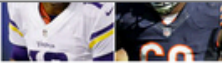


Reader's Digest



New York Times

Примеры Размещений



Who are the X-factors who will make or break teams next season? Around The League takes a look at Josh Freeman, Henry Melton and the other players who might -- or might not -- be the difference. [Read](#)



TEAM NEEDS
NFC East needs: Byrd's the word
Safety issues abound in the NFC East. In related news, Pro Bowl safety Jairus Byrd is due to hit the open market. Elliot Harrison reveals two possible landing spots in his divisional guide to free agency. [Read](#)



PODCAST
Playing matchmaker
The Around The League experts meet to match the best free agents in the NFL to their destinations. Plus, how does Brandon Browner's reinstatement affect his signing potential? [Listen](#)

FROM TWITTER

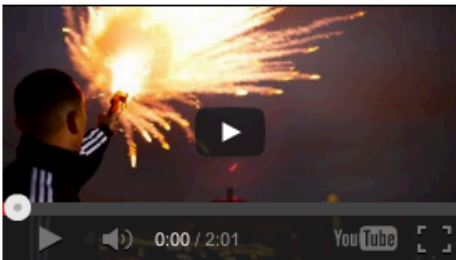
I am thankful and blessed to be in a position to play my entire career in Pittsburgh


Troy Polamalu
@tpolamalu

[Retweet](#) [Follow](#)



AROUND THE LEAGUE
Top 101 NFL free agents for 2014
Where do Broncos wide receiver Eric Decker and Seahawks pass rusher Michael Bennett fit in Around The League's multilayered list of the top 101 NFL free agents for 2014? [Read](#)



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0:00 / 2:01 YouTube

MARC JESSLER
AROUND THE LEAGUE WRITER
Latest Column
OFFSEASON FORECAST: NEW ORLEANS SAINTS



NFL.COM EXPERTS [MORE](#)



PHOTO GALLERY
RICHEST NFL CONTRACTS
The Cowboys restructured Tony Romo's contract on Tuesday. See how the revised deal affects standing among the NFL's most lucrative contracts. [View](#)

Who is the greatest Green Bay Packers quarterback all-time?

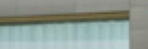
- ☐ Bart Starr
- ☐ Brett Favre
- ☐ Aaron Rodgers
- ☐ Other

AutoGuide
.com

Select a Make

Select Make First

FIND



Lamborghini Huracán LP 610-4: Absolutely Everything You Need to Know Almost
Faster, lighter and much more drivable than any previous

The baby Jeep model, previously known as the Jeepster, has leaked ahead of its Geneva Motor Show debut. The Fiat-based Jeep model will reportedly be called the Renegade

After a full year on the market, the Buick Encore has turned in impressive sales numbers with 97,311 units moved worldwide. In the U.S., the American automaker sold

The Honda NSX GT Concept will be competing in this year's Super GT series, and the Japanese automaker has shared a video of it testing the

- 2014 MINI Cooper S Hardtop Review



1. Toyota Highlander Hybrid
2. Mitsubishi Outlander
3. Nissan Pathfinder Hybrid



[Top 10 Worst Cars of the 2012 SEMA Show](#)

Примеры Размещений

Boston

NEWS RESTAURANTS ARTS & ENTERTAINMENT HEALTH FASHION & STYLE HOME DESIGN WEDDINGS BEST OF BOSTON IN THE MAGAZINE

TRENDING: [The Murders Before the Marathon](#) | [Late-Night T Service](#) | [Best Places to Live](#)



Running Late(r)

Starting in late March, the T and select bus routes will stay open until 3 a.m. on Friday and Saturday nights. And we've all got to use it or lose it.

PLUS: [The T Is Looking For Companies to Sponsor Late-Night Service](#)

MORE: [MBTA](#)

THIS JUST IN

EVENTS

[Five Reasons to Leave the House This Weekend](#)
[Kings of Leon, Tracy Morgan, and more.](#)

By [Nathalie Davidson](#)

POLITICS

[Find Out Which Reps and Senators Got the Most Lobbying Money Last Year](#)
[Drumroll, please.](#)

By [David S. Bernstein](#)

REAL ESTATE

[Property: 75 Clarendon St. #602](#)
[This posh penthouse is proof that the best things come in twos.](#)

By [Sarah Burke](#)

COMEDY

['Dunkin' Love' Is a Tribute to Dunkin' Donuts Set to a Beyoncé Song](#)
[We apologize in advance for sharing this.](#)

By [Steve Annear](#)

FITNESS

[Honey: Donut Donuts 100](#)

NEWS



[The Murders Before the Marathon](#)

[Our Annual Best Places to Live Rankings](#)

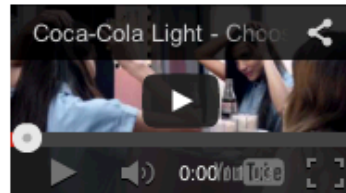
[Students with Autism Made This Ellen Mosaic](#)

[There's An Olympic-Sized Feud About Boston As Host](#)

[Help These Muggles Make it to the World Cup](#)

CHOOSE LOVE OVER LIKE

Remember one simple fact - Like is not Love. It is the reminder in your day to pause, take a sip and take a breath. Listen to your heart. Follow your instincts. And Choose Love Over Like. Everyday.



MOST POPULAR

1. [Running Late\(r\): Late-Night T Service to Start Late March/Early April](#)
2. [The Murders Before the Marathon](#)
3. [Best Places to Live in Boston 2014: You Belong Here](#)
4. [Cathy O'Grady Is Going to Blanket Boston With 318 Acts of Kindness](#)
5. [The T's Looking for Corporate Sponsors to Fund Late-Night MBTA Service](#)
6. [Aaron Hernandez Got in a Prison Fight](#)
7. [Deciphering the Wahlberg Family](#)

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News. Opinion. Commentary. Every day.
- ☐ [Restaurant Club](#)
The latest dish on Boston's restaurant scene.
- ☐ [The Weekender](#)

Примеры Размещений

purseblog

BRANDS CATEGORIES SHOPPING DEALS TALKSHOPS PURSEFORUM SUBSCRIBE SEARCH

Your Favourite Brands

getmagazine.com/shopping
at G&Bmagazineonline Luxury Shop. New Arrivals every day. Buy Now!

FENDI

Bag of the Week: Fendi Demi Jour Shoulder Bag

BY MISS MANDNEY DUGG FEBRUARY 27, 2014



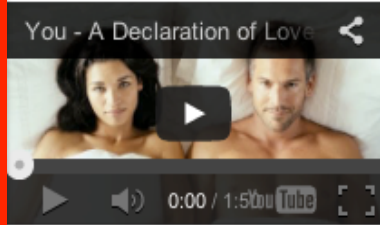
Bag Fendi Demi-Jour Small Color-Block Shoulder Bag

as of Sale.

Continued Reading...

CHANEL.COM

You - A Declaration of Love



See how true love creates beauty: Enjoy a wonderful story about a man, a woman, flowers and the little things that make us fall in love with someone. Not just on Valentine's day, but every day a bit more. A declaration of love from Schwarzkopf Nectra Color, dedicated to all women in the world. Dedicated to YOU.

Power & Performance

MTK6592 Octa Core Phones

ASUS

POPULAR

TODAY WEEK MONTH ALL

50+ Bags and the Celebrities Who Carried Them at New York Fashion Week Fall 2014

The Many Bags of Cate Winslet at London Fashion Week Fall 2014

The Beautiful Bags of Chanel Spring 2014 Pre-Collection

Gucci Goes Back to Basics for its Fall 2014 Handbags

The Best Bag Deals for the Weekend of February 27

The Many (Many) Bags of Kim Kardashian

50 Bags and the Celebs Who Carried Them at Paris Fashion Week Spring 2014

Ten Reasons to Own a Chanel Flap Bag

Like Follow 11.3K followers

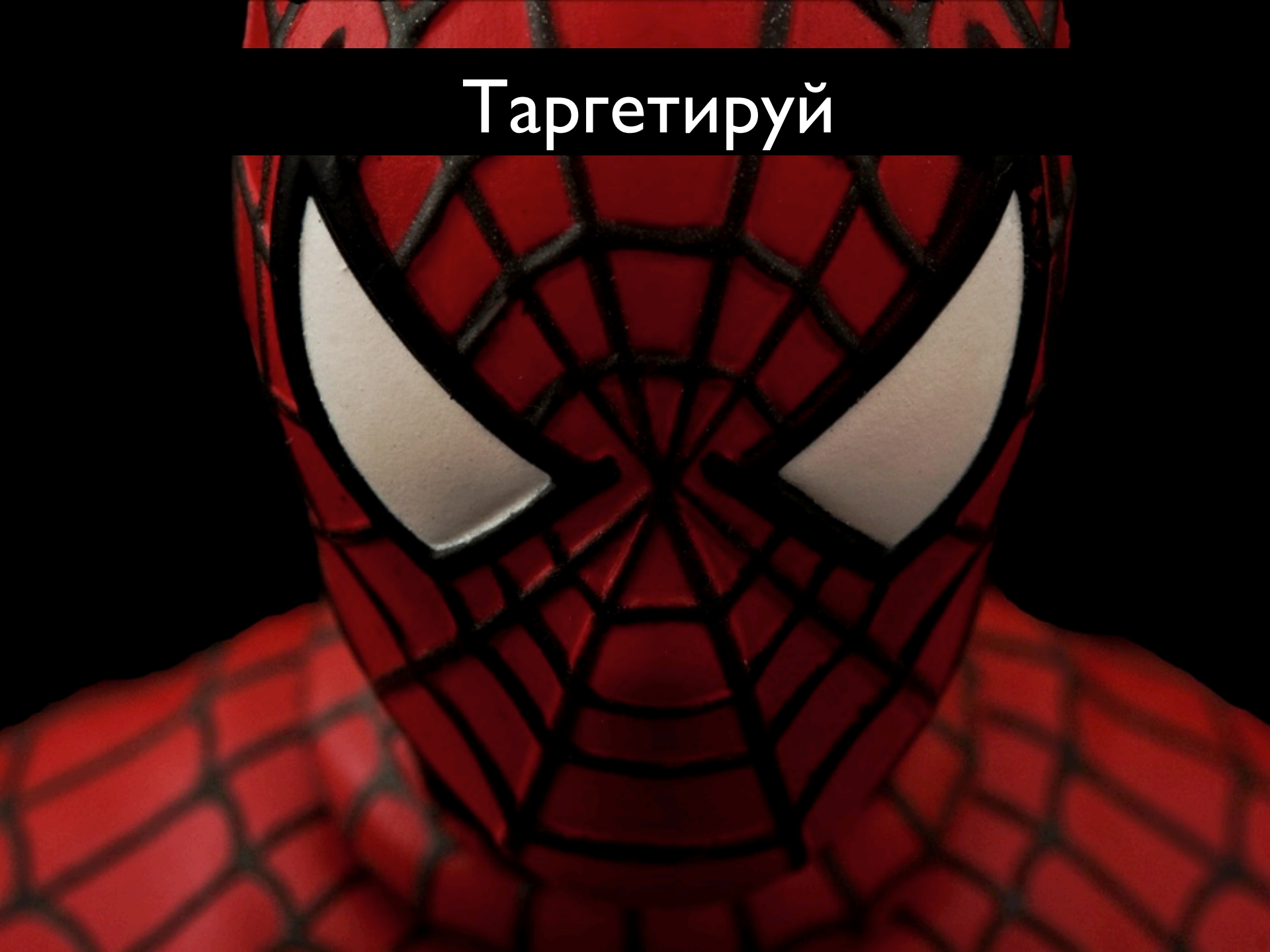
THE MANY BAGS OF...

The Many Bags of Olivia Munn

The Many Bags of Reese Witherspoon

The Many Bags of Gwyneth Paltrow

Таргетируй



Измеряй



Отслеживай и оптимизируй в реальном времени

*как если бы вы запускали кампанию
В Google AdWords!



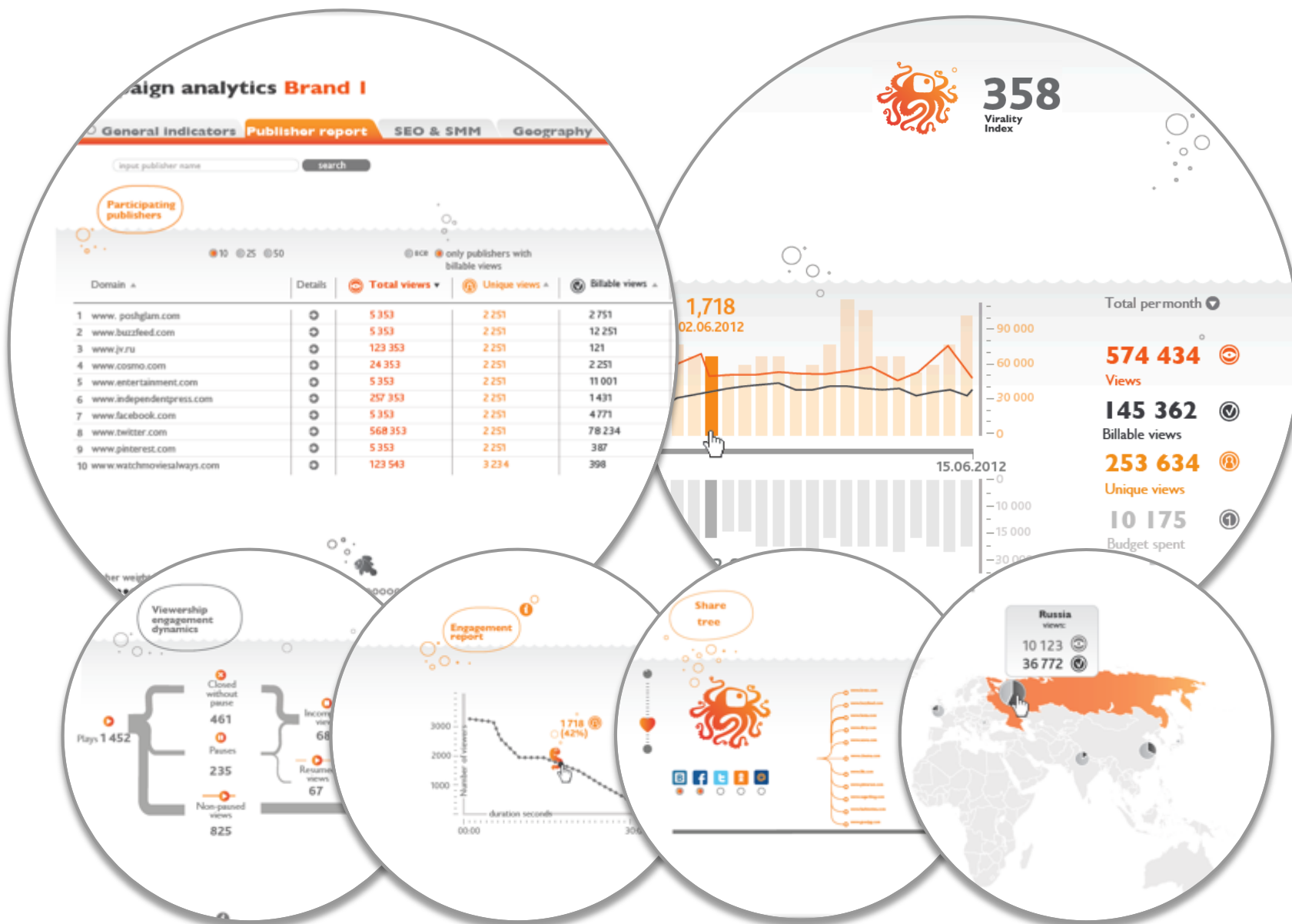


Средний и малый
бизнес получил
доступ к нативной
видеорекламе



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Несколько слов о...



Спасибо

www.buzzoola.com

