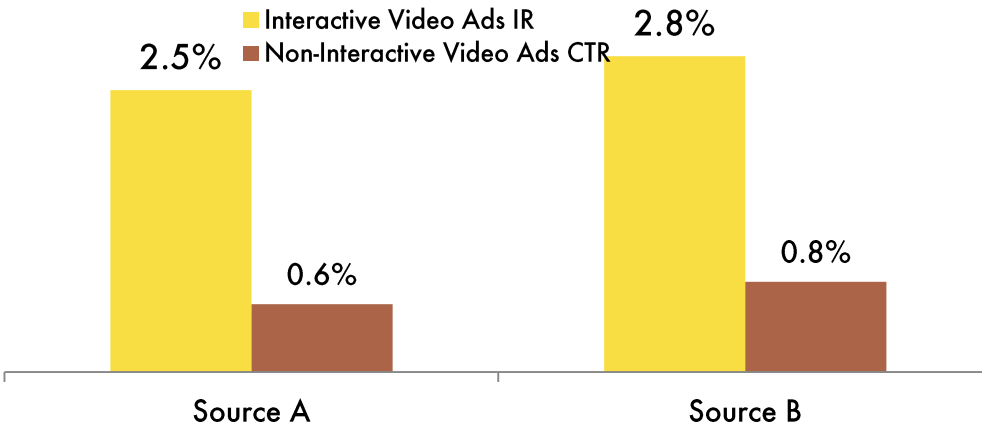


Interactive Video Ads Work

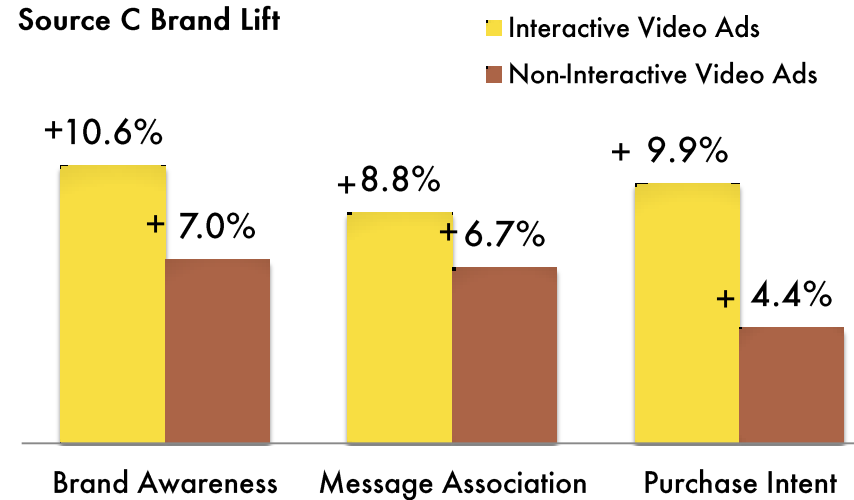
Higher Interaction Rates

Interaction Rate vs. CTR



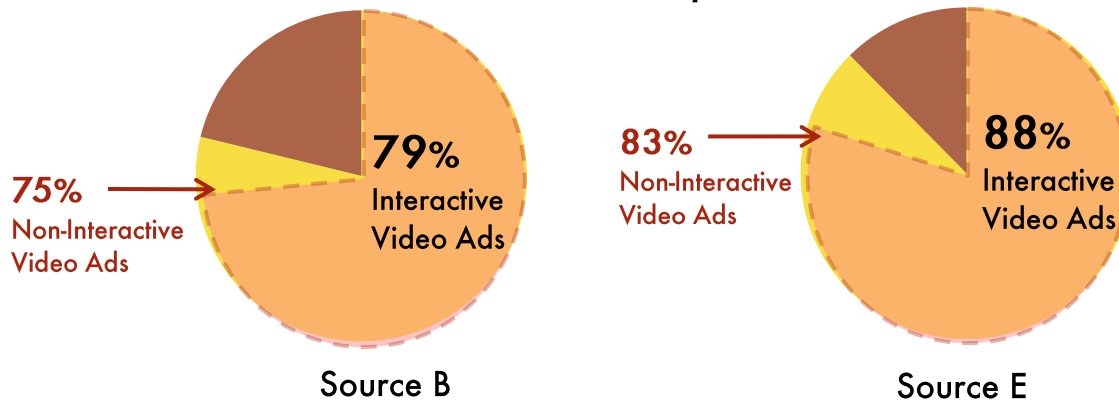
Higher Brand Lift

Percentage Point Brand Lift Over Control



Higher Video Complete Rates

Video Ad Complete Rate



Percentage Point Brand Lift Over Control
(for those who interacted with the ad)

8% Lift in Purchase Intent
for those who interacted with a video ad vs. those who didn't
(Source E)

Sources: Sources ranged from Ad Networks to Ad Servers to Rich Media Providers to Ad Effectiveness Research Vendors and show benchmarks across billions of ad impressions, hundreds of campaigns, hundreds of thousands of respondents over several recent years. Pointroll 2013 Benchmarks (231.1M Interactive Video Impressions, 2B Non-Interactive Video Impressions in 2013), Tremor 2011-2013 (engagement study across 10 verticals / over 2 MM ads / 2.3 years of 30 sec pre-rolls), DG Mediamind 2013 Benchmarks (3 billion video ad impressions), Tubemogul 2013 Benchmarks (100s Millions Impressions, 100s Campaigns in BrandSights), Yume Q3-Q4 2012 Benchmarks, and Dynamic Logic's MarketNorms® Last 3 Years. (Interactive 44 campaigns, 432,206 respondents; Non-interactive 309 campaigns, 309,935 respondents)