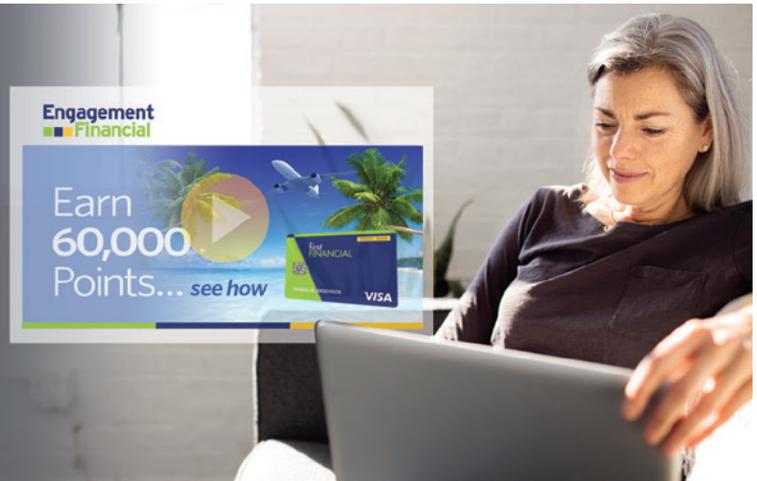


Secure consumer attention and improve your brand recall



Video Advertising

The online attention span of consumers is short, making it difficult to grab their attention and deliver your message. Even for experienced marketers, getting into the video advertising game can seem intimidating, complicated and costly.

Viewers **retain 95% of a message when they watch it in a video**, compared to 10% when reading it in text¹

High Quality Impressions

Our video advertising solution delivers strong results you can trust and is optimized to continuously improve performance. We easily integrate in-stream and in-banner video into a multichannel campaign and deliver to your best audience. Your brand message is amplified across a wide range of premium inventory for maximum reach.

Target the Most Receptive Consumers

Find people ready to act by uniting consumer browsing and buying behaviors with their home and the places they go using the Consumer GraphTM. The Consumer Graph allows us to personalize engagement with our cross-device view of individuals' online behavior and real-world activities. The award-winning Consumer Graph connects billions of behavioral and location signals so you can personalize and scale your video campaigns.

Optimize in Flight

Maximize impact by serving in-banner or in-stream video across premium inventory, while holistically assessing your audience, delivery, and response in real time.

Gain Actionable Insight

Measure against your defined KPIs with a wide range of audience insight and impact studies that are delivered in time to inform your next video campaign.

VIDEO ADVERTISING EXAMPLE METRICS

6M

Viewable Impression

70%

Video Completion Rate

6.0%

Sales Lift

The Consumer Graph

Our intelligence provides a complete mosaic of each individual

-  **Demographics**
Age, Income, Ethnicity, Sex, Family Make-up, etc.
-  **In-Market Finance Signals**
Loans, Financing, Insurance, Mortgages, Credit Cards
-  **Location**
Banks, Credit Unions, Financial Services, Competitive Locations
-  **Interest Over Time**
Online Activity Across 1,600 Topics
-  **Customer Data Analytics**
CRM Matching, Look-alike Modeling and Suppression Solutions
-  **Financial**
Spending Habits Credit Risk



¹ Video Marketing Stats, Insivia



Start engaging your audience with programmatic video advertising.

Call 1.800.351.3843

Email contacthc@harlandclarke.com

Visit harlandclarke.com/DigitalCX