

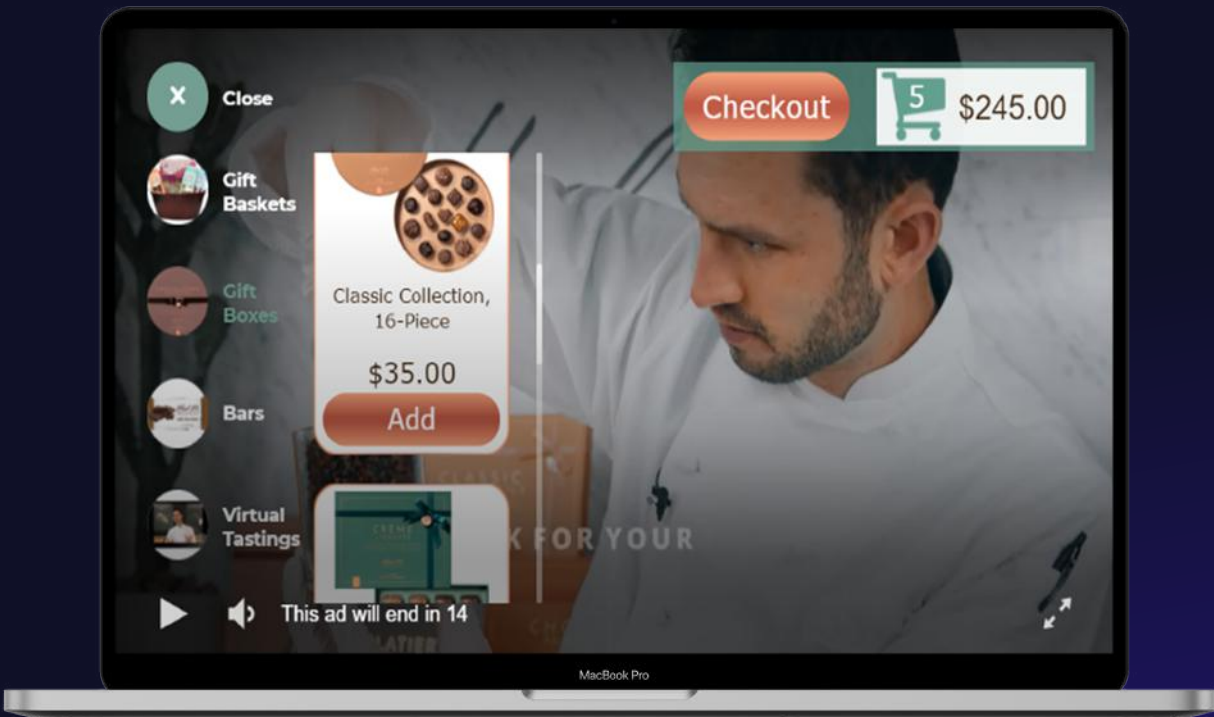
Campaign Case Study

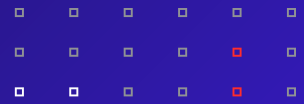


Client KPI: E-Commerce Sales

❑ \$70-to-\$1 ROI

(\$70 in online sales for every \$1 spent on VideoStorm)



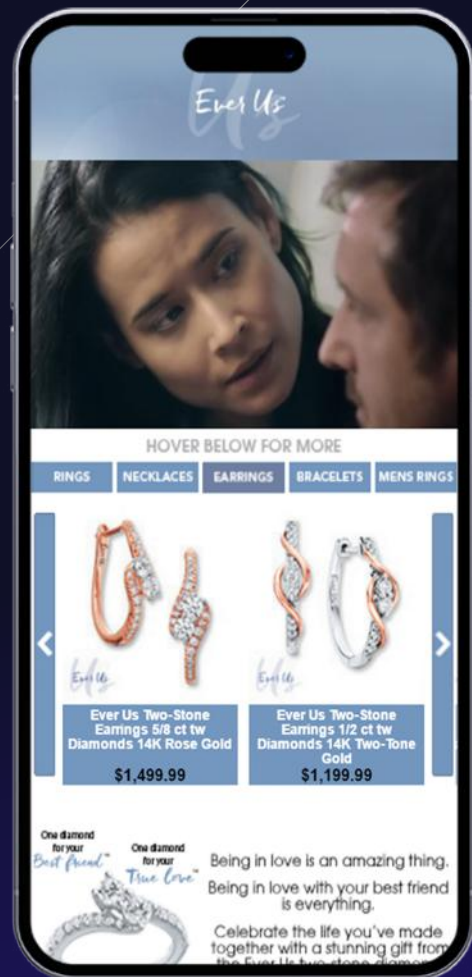


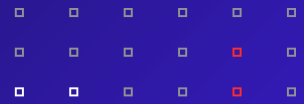
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Client KPI: E-Commerce Sales

- ❑ **\$87-to-\$1 ROI**
(\$87 in online sales for every \$1 spent on VideoStorm)
- ❑ Even with media cost included (VideoStorm bought the media):
- ❑ **\$23-to-\$1 ROAS: \$801K** in online sales from a total spend of **\$35K** (including media)
- ❑ Follow up test: **>\$1.4 Million** in online sales from a total spend of **\$75K** (including media)



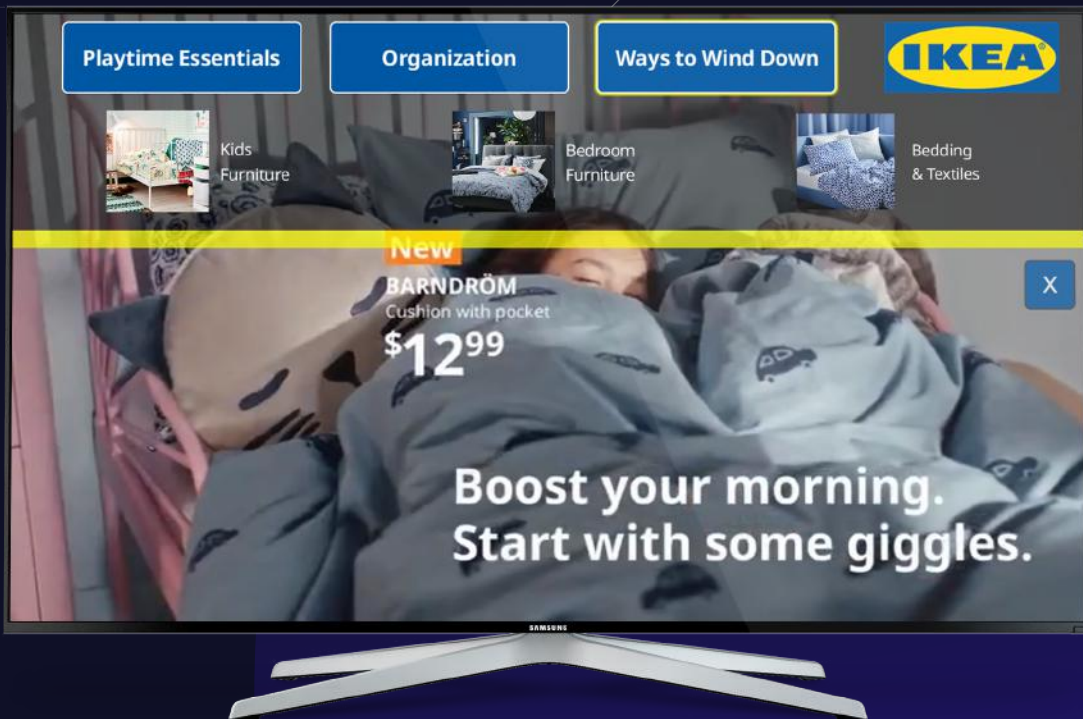


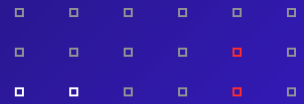
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Client KPI: Branding/Awareness/Engagement

- ❑ **8.92 seconds Average Attention-based Engagement Time** on a 15-second Pre-Roll ad
- ❑ **0.4% Engagement Rate on an Outstream ad, 13.33x** a typical Outstream CTR of <0.03%
- ❑ **0.11% CTR on a 15-second Pre-Roll, 2.2x** a typical Pre-Roll CTR of <0.05%



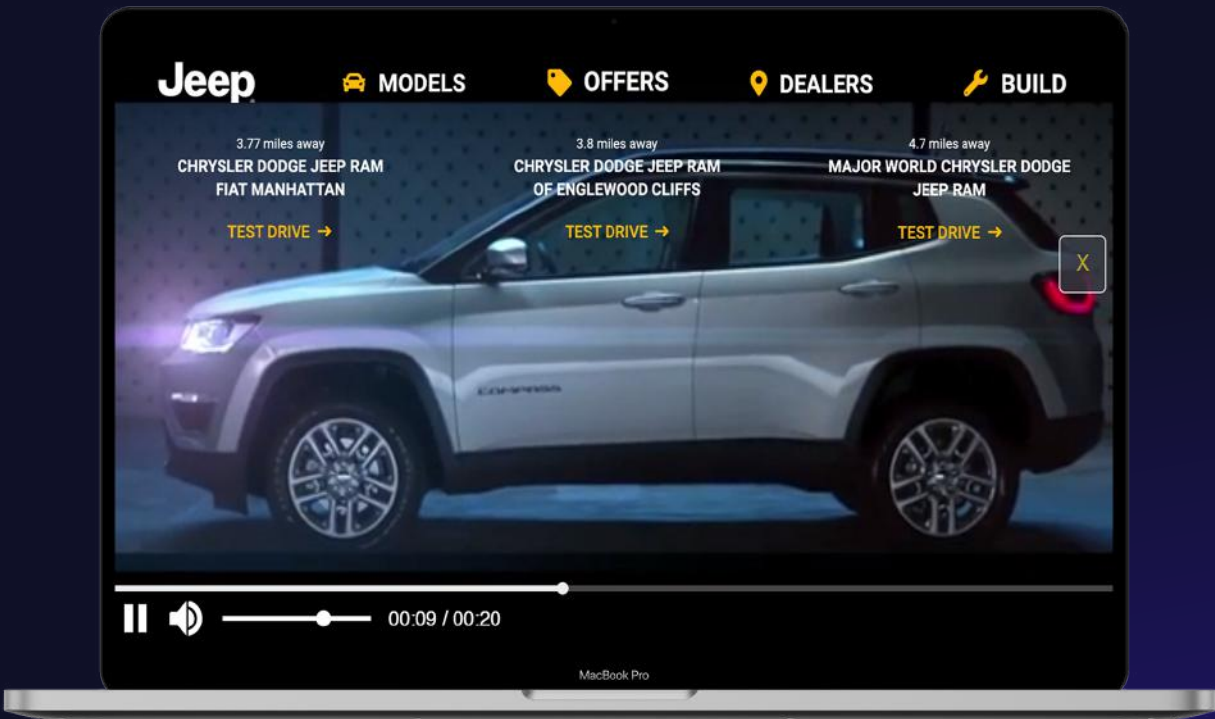


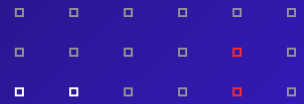
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Client KPI: Mid-Funnel Product Consideration

- ❑ .96% Click-Through Rate
- ❑ 78% Video Mids to Ends



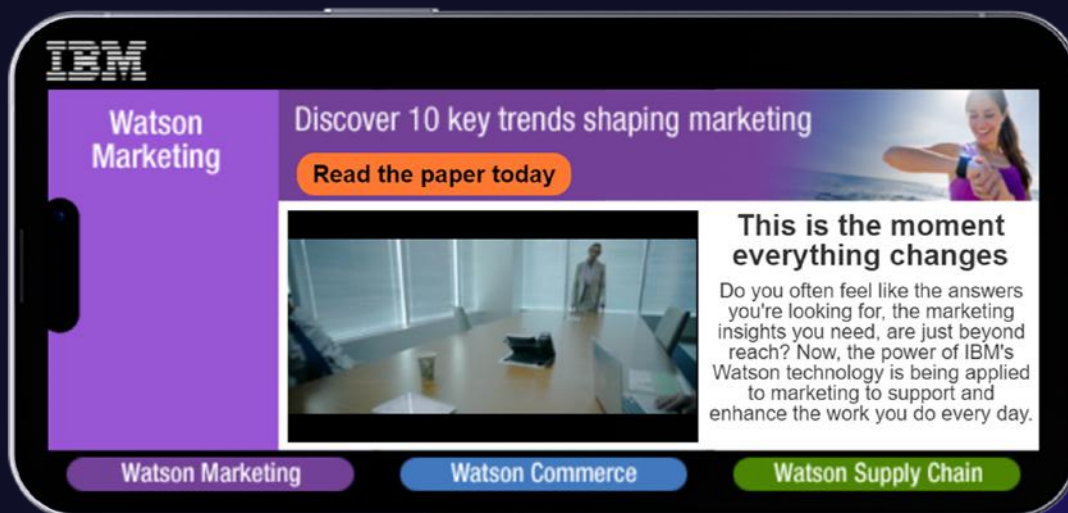


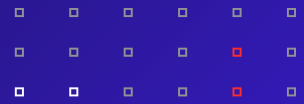
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Client KPI: Engagement and Deep Data Capture

- ❑ **3.3x lift in conversions (lead-gen registrations)**
after VideoStorm was added to an existing campaign
- ❑ 3 videos in the ad, 1-2 minutes each – yet **75% of all Video Mids watched to the End**
- ❑ Captured **highly-detailed data** on which of 4 different audiences (job descriptions) investigated which of 3 different IBM Watson applications



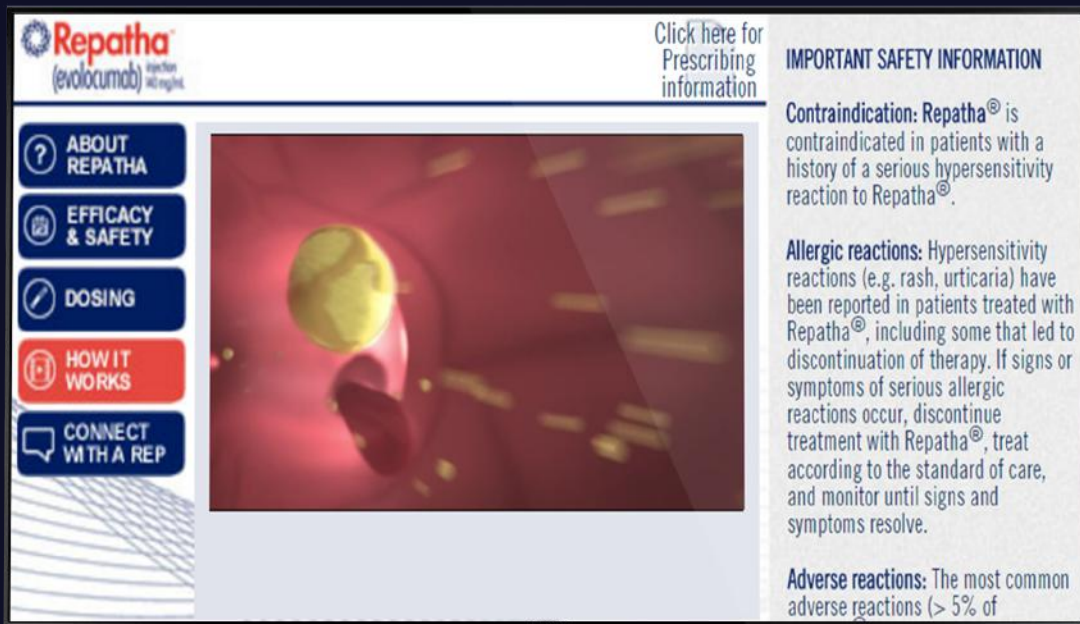


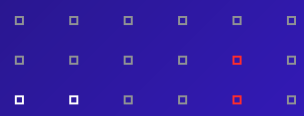
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Client KPI: Awareness/Consideration for complex product, multiple audiences, multiple interests

- ❑ **36% Engagement Rate**
- ❑ **6 Seconds Average Attention-based Interaction Time**





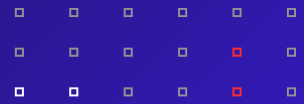
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Client KPI: Branding/Consideration/Engagement

- ❑ **16% Engagement Rate**
- ❑ **12 Seconds Average Interaction Time**
- ❑ 4 videos in the ad, 1-2 minutes each – yet **67% of all Video Mids watched to the End**
- ❑ **Captured highly-detailed data** on which of 4 career tracks the viewer was interested in (each with its own video)



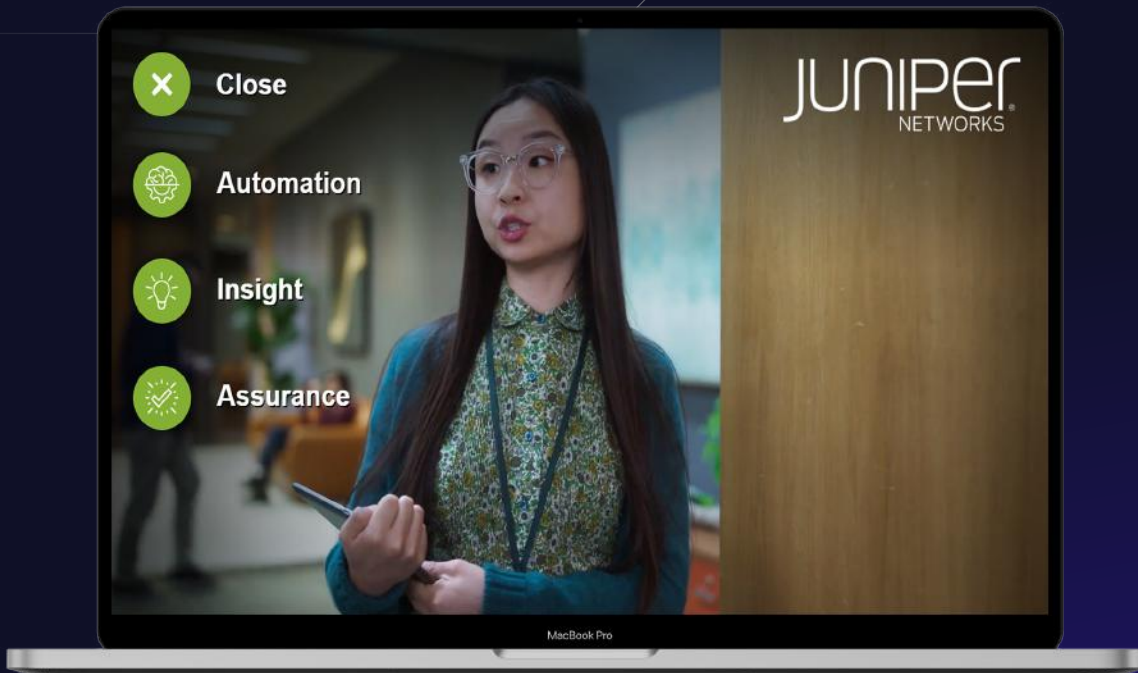


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Client KPI: Audience Engagement

- ❑ **7.26 Average Attention-based Engagement Time**
- ❑ **.05% CTR despite only running :15 and :30**
- ❑ **12x increase in Engagements** following our recommended creative optimization
- ❑ **5x increase in Clicks** following our recommended creative optimization





VideoStorm brings the website to the customer instead of hoping the customer will be one of the 0.0x% who normally click through a Display, Mobile or CTV ad to visit the website. By making the ad more useful to the customer, we boost rates of engagement, click-through and conversion by 2x-17x. In \$\$ terms, we've delivered ROI's on total ad spend (including media!) as high as \$23-to-\$1 – e.g. Kay Jewelers which received \$801K in online sales from a total spend (including media) of \$35K, after which they ran a second test in which they received >\$1.4M in online sales from a total spend of \$75K.

3 Benefits



Increased Performance

By overlaying our navigation menu onto any existing display/mobile/CTV ad creative, VideoStorm increases performance by anywhere from 2x to 17x in every measure of performance: Engagement Rate, Engagement Time, Click- Through Rate, and especially Conversion Rate – meaning literally on-line e-commerce sales, lead-gens, registrations, in-store appointment bookings, video consumptions, white paper downloads, etc. These lifts have been measured in dozens of rigorous, scientific A/B tests: 50/50 alternating rotation of VideoStorm's ad vs the competitor's ad.



Deeper Data

VideoStorm captures data that is not only highly-detailed and granular, but also more accurate (1st-Party Data) than any other ad-based data capture mechanism. VideoStorm tracks engagement and click-through on each of the advertiser's 25+ products, messages and transactions, revealing your customer's true points of interest and turning the ad into an in-banner market research lab.



Dynamic Optimization

VideoStorm updates the ads universally via a single, central update – whether manually based on deliberate human decision, or dynamically based on the customer's behavior within the ad OR on the advertiser's website. This happens in real time, without having to rebuild or re-traffic the ad.

Our Pricing works to fit any budget, and can be 100% performance-based. We are the only ad vendor on the market who is willing to put their own money on the line to enable you to verify our performance first-hand, and at any scale desired.

Contact

Rick Braddock
CEO
rbraddock@VideoStorm.com
+1-917-815-0649

David Sidman
Founder & CAO
dsidman@VideoStorm.com
+1-212-792-1847

Jeffrey Griffin, Jr.
Vice President, Publisher Sales Development & Operations
jgriffin@VideoStorm.com
+1-917-808-2290