



Audience Targeting

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Targeting

The Internet is a very crowded place. Over 4 billion videos are viewed daily and an astonishing 100 hours of video is uploaded to YouTube every 60 seconds. Finding the right target audience for your video is key to a successful advertising campaign.

With over a decade of industry experience, we are experts in the field of audience targeting technology. Each targeting method we use is individually strong, but when they are combined with our own algorithms and proven technology, they become even more powerful and effective.

We are dedicated to ensuring your video will only be exposed to users who fit your parameters and we optimize in flight for the very best result.

This is what we do, every day, on a global scale – with pinpoint accuracy!



“It has never been more important to understand consumer behaviour than in today’s rapidly evolving digital environment”

Megan Clarken, Executive Vice President
Nielsen Global

Vertical Video

Taking native video to the next level with full-screen vertical video advertising opening up new levels of premium video inventory.

Give users a vertical video experience by leveraging the fact that mobile users mostly experience their device in a vertical position.

(available for mobile only)

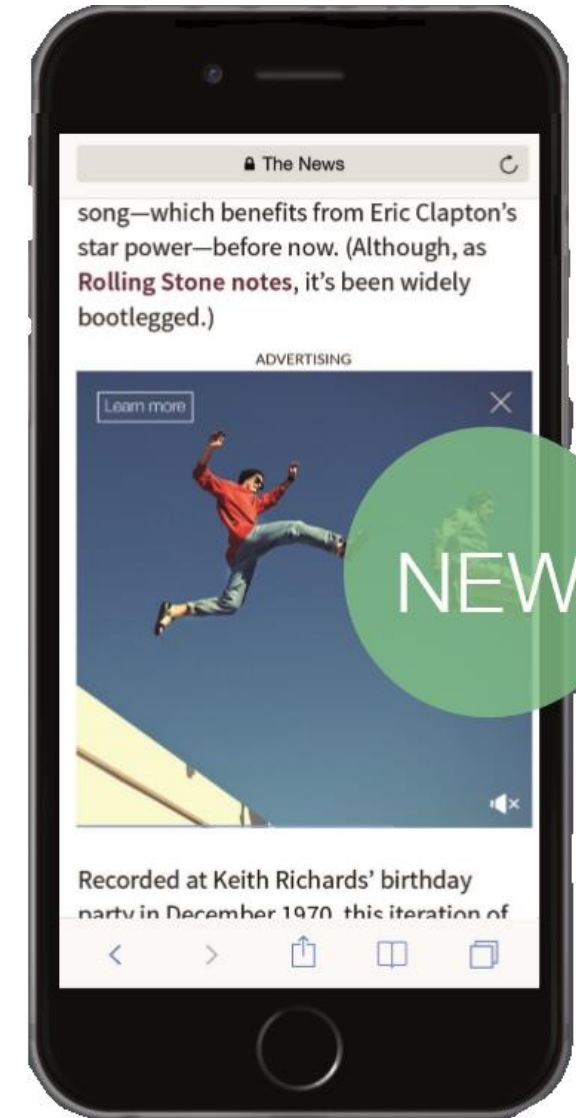


Square Video

Bringing premium to our new square creative solution.

Give users a high impact experience by leveraging our square format positioning video advertising within the heart of editorial content.

(available for mobile only)



Viewable by design, and placed within premium editorial content, the vertical creative runs across all mobile browsers, provides skippable and audio control capabilities, whilst capturing huge audience reach.

- ✓ Creates new premium video inventory
- ✓ Native placements within editorial content
- ✓ High visual impact format
- ✓ Viewable by design
- ✓ Provides user choice through skippable functionality
- ✓ Maximizes reach

Reaching 820MM unique users across the world's most premium publishers



Targeting Methods

Contextual

Our system scans articles on websites for matching keywords and presents a video campaign where it finds those corresponding keywords.

For example; a man reads an article about the Wimbledon tennis tournament on a news website. Our system registers that the man is interested in tennis, and he will be presented with an advertisement for a sports supply shop selling tennis rackets. The likelihood that the man will click to watch the video is high since there is a clear contextual match with the article and the video.



Topical

We target bundles of sites known to be categorized with the topic of a campaign. These sites are likely to have a high number of visitors from the target audience.

For example; a video campaign offering luxury accommodation in California is displayed on several home decor and country-living sites. People who regularly visit these sites are known to have a strong interest in housing. They are therefore likely to find the video interesting enough to click and watch it since there is a topical relation between the content of the website and the video.



Demographic

We serve content based on specific information provided by the user, such as; gender, age, language or geographical location requirements.

For example; a 29-year-old female living in London has registered a new email address on Gmail. The system presumes that she is interested in visiting quality restaurants in the local area, she is therefore shown an advertisement for a new gastro-pub down the road. The chance that she will find the video relevant is high, as she lives within the same postcode area as the restaurant.



Behavioural

This is the most powerful targeting method since it is specifically tailored around users' known interests, online persona and internet behaviour. The user's online patterns are saved by the browser as "cookies", which help to facilitate well-adapted and audience-targeted marketing based on a user's known browsing history, prior searches and persona.

Tracked user data is continuously collected, added and sorted into specific audience segment indexes. Advertisers and publishers use this indexed data to align video placements to match users' online personas and give them a personally tailored online experience. Segmented data is used as a filter and content will only be presented to users associated with specific targeting parameters.

For example; a group of people read an article about the top 10 travel destinations in Europe. They also visit an airline's website, sign up for their newsletter and carry out searches on Google using keywords like; "Louvre", "Paris" and "affordable hotels". These repetitive behaviours demonstrate an active interest in travelling and they become categorized as the perfect target audience for a video ad from a French travel agency.

*Cookie: A cookie is a small text-based file placed on your computer; it tracks your activities and saves your preferences, which determines what advertising you receive.



Audience profiling and extension

Create profiles of websites users, then expand for look-alike audience modelling

