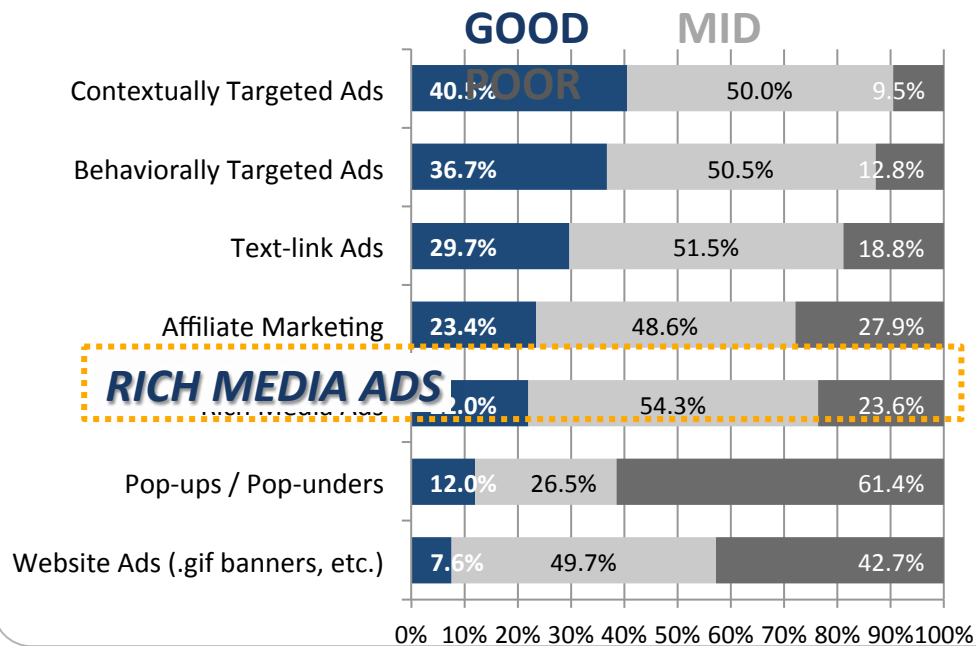


Because of Low “R” ?

- Rich media ads might be misunderstood as less performing by apple-to-orange comparison
(i.e. mixing “where” and “what”)

Display Ad ROI Effectiveness

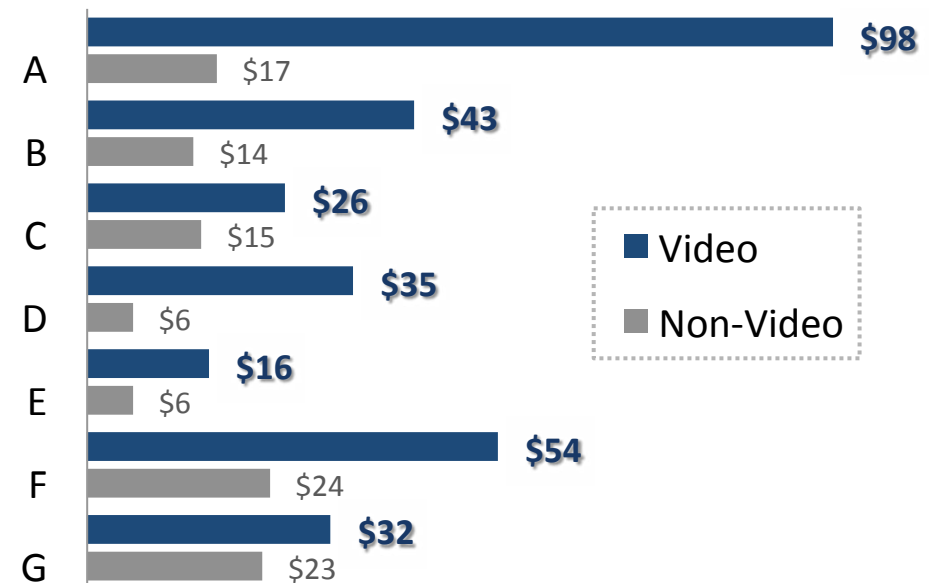


(Source: MarketingSherpa Survey; N = 577)

No, because of High “I”

- However, it has been proven in market over time that rich format ads out-perform the competition – but it remains too expensive

Average Direct Sales CPMs



(Source: Bain/IAB Digital Pricing Research; N = 577)