

VUPULSE NATIVE AD PLATFORM DRIVES INCREMENTAL VIEWERS



THIS IS US

THE WALKING DEAD

KEEPING UP WITH THE KARDASHIANS

dancing with the stars

GOALS

- Reach millions of potential viewers who are reading articles about the brand
- Increase awareness of the day, time, and network.
- Identify all potential consumption destinations
- Create a seamless path from the articles to potential viewers preferred consumption destinations

STRATEGY

- Identify relevant premium entertainment publishers in our ad network
- Analyze and identify thousands of brand-specific articles
- Insert in-article brand native ads in articles about the brand
- Transform articles into direct response opportunities linked to locations where readers can consume the brand content.

CAMPAIGN OVERVIEW

VuPulse delivered a true contextual in-article native advertising experience at scale. We inserted thousands of native ads within article text about the brand, seamlessly matching the look and feel of each publication on desktop and mobile and instantly providing a direct link to all the ways to watch the show.



RESULTS

1. Higher engagement rates for brands
2. Non-interruptive experience for consumers.
3. Up to 65x higher than industry banner benchmark of .06%
4. Matching brand contextual ad to article about the brand

UP TO **4%**
CTR

97.5%
Viewability

98%
Relevance