

# RICH MEDIA IS BUILT FOR **AUTO**



Running rich media with **DG MediaMind** is a powerful performance booster for auto campaigns—with multiple ways to reach, target, and engage auto buyers.

**48**

Seconds users dwell on rich media ads across all formats and sizes

**92**

Seconds of video watched using expandable banner formats

**54%**

User-initiated start rate for polite rich media with video

**548%**

Lift in dwell rate for floating ads vs. rich media average

## Social blocks\* deliver better performance



• 77% total interaction rate

• 34% higher CTR vs. standard banner average

\*pre-built high impact rich media features

## Auto ads **accelerate** with rich media

- +256% in CTR compared to standard auto banners
- Consumers watched an additional **10 seconds of auto video** over standard rich media

• +14% higher duration vs. rich media benchmark

And the award goes to...

## BASEBOARD!

Most used MediaMind block format

## 5 REASONS RICH MEDIA RULES THE ROAD

Drives interest and site traffic

Engagement rates are 6X higher than static display ads

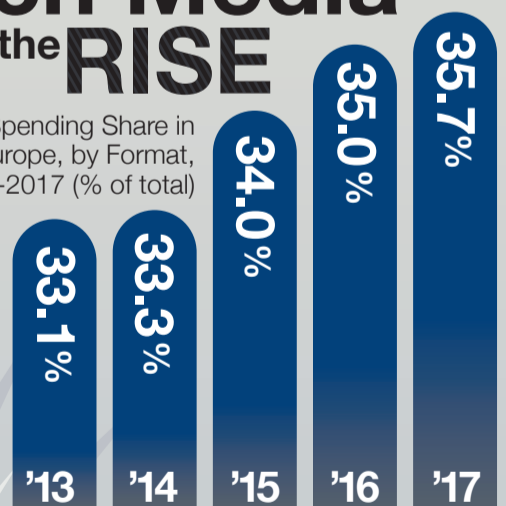
Over 112 measurable elements with MediaMind

Captures audience attention

Achieves higher CTR and interaction rates

## Rich Media on the **RISE**

Digital Ad Spending Share in Western Europe, by Format, 2011-2017 (% of total)



eMarketer 2013

## 5 WAYS TO REV UP YOUR NEXT AD

Video builds great brand awareness

Carousels show off features and models

Social elements boost interaction

Polls, games, and downloads engage

Dynamic optimization boosts ROI