

# RICH MEDIA

IS WIRED FOR **TELECOMMUNICATION**

## Running rich media with DG MediaMind

is a powerful performance booster for telecom campaigns—with multiple ways to reach, target, and engage consumers everywhere.

**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

## Rich media connects with telecommunication consumers

- +190% in CTR over standard telecommunication banners
- Consumers spend an average of **52 seconds** dwelling on telecommunication rich media ads
- Retail expandable banners have a **25% higher expansion rate** vs. average benchmark

And the award goes to...

**BASEBOARD!**

Most used MediaMind block format

## 5 REASONS RICH MEDIA RINGS TRUE

Drives interest and site traffic

Engagement rates are 6X higher than static display ads

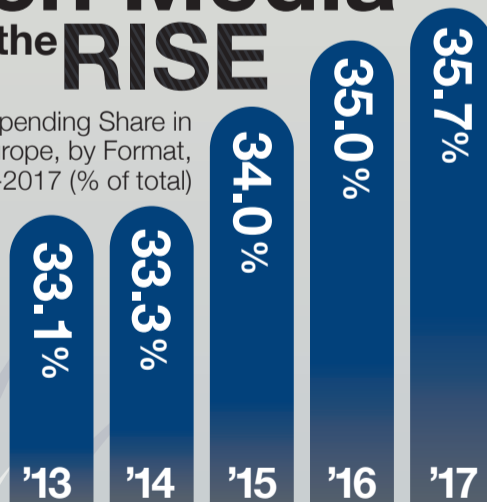
Over 112 measurable elements with MediaMind

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 DIAL IN RICHER ADS

Video builds great brand awareness

Carousels show off features and models

Social elements boost interaction

Polls, games, and downloads engage

Dynamic optimization boosts ROI