



Why Video?





The top 10 streaming video channels account for more subscribers than all U.S. cable and pay TV systems combined

Plus, they view channels like YouTube

People now view 32% of TV content on other screens

70% of advertisers and agencies

shifted media dollars from TV to online video last year



A black and white photograph of a man sitting at a table in a cafe. He is wearing a dark sweater and is looking down at a tablet computer he is holding with his left hand. He is also holding a dark mug of coffee with his right hand. In the background, there are other people and cafe lights, but they are out of focus.

Advertisers will spend **\$10** billion

on video ads this year (doubled since 2014)



Only 9% of SMBs advertise on YouTube



Baby Boomers



Gen X



Millennials



Teens



Challenge #1 Operations

Solution#1 Turnkey ops

Complex

Simple ordering & reporting

Hard to scale

Automated scale

Need video ad

Video ad creation

Challenge #1 Operations

ADVANCE
DIGITAL

Complex

First media group of 12

Growing demand exceeded capacity

Hard to scale

Small team maxed out at 30-40 campaigns

Need video ad

Solution not integrated

ADVANCE DIGITAL

Solution#1 Turnkey ops

Web interface & API

Simple ordering & reporting

Order workflow & report creation

One person can now do the work of 100

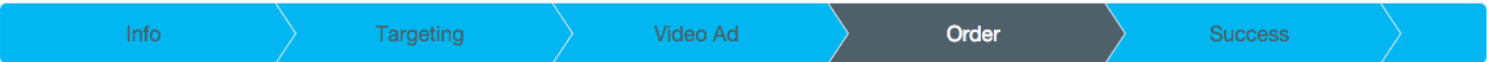
Automated scale

Reduced error rates

Embed solution in order workflow

Video ad creation

Sightly Video Ad Campaign Orders | Order



Order Info

Order Type

New

Order Name

MLS - Feb2016_Aug2016

Notes

Order Ref Code

STA-160208-003-XG

Campaign Info

Advertiser Name

MLS

Category

Real Estate

Subcategory

Real Estate Services

Objective

Targeted Reach

Advertiser Ref Code

3393047

Campaign Name

MLS

Budget

\$ 9,000

Start

02/10/2016*

End

8/24/2016

Campaign Ref Code

Audience Targeting

Gender

Male, Female, Unknown

Age

25 - 34, 35 - 44, 45 - 54, 55 - 64, 65+, Unknown

Parental Status

Parent, Not Parent, Unknown

Geo Targeting

Location Name

Poway California Area

Service Areas

92009, California; 92014, California; 92024, California; 92025, California; 92027, California; 92029, California; 92037, California;

Location Ref Code

Save & Exit Save & Go to

Sightly Video Ad Campaign Reports | Performance

Performance

Pacing

Select Date Range

Current Orders

Back to Exec Summary

Campaign/Order Performance

Data current as of 11/16/15

Toyota of Tampa Bay

Campaign Name: ToyotaofTB_2016_Sales

Order Ref: DYG-151016-001

Order Dates: 10/16/15 - 11/30/15

Budget: \$2,500 Spent: \$2,500

Objective: Targeted Reach

Category/Sub-Cat: Automotive/Car Dealers

Location: TB Area Zips

Target Population: 651,312

Reach

11%

View Rate

19%

View Time

823 hours

Impressions

135,043

Completed Views

27,865

Avg. CPCV

\$0.07

Ages

Genders

Devices

Ads

Insights

Age Range	Completed Views	Avg. CPCV	View Rate	Impressions
18 - 24	x	x	x	x
25 - 34	x	x	x	x
35 - 44	11,330	\$0.09	23%	52,679
45 - 54	7,445	\$0.09	25%	31,264
55 - 64	5,545	\$0.09	24%	25,978
65+	4,560	\$0.09	21%	24,645

x = Age Range not targeted

Completed Views

Impressions

23%

25%

24%

21%

35 - 44

45 - 54

55 - 64

65+

View Rate

- Live
- Paused
- Completed

Select Report Type

Create Report



Challenge #2 Performance

Solution #2 Experience & tech

Campaign strategy

Proprietary full-funnel strategies

Spend management

Worry-free automated pacing

Optimization

Intelligent optimization

Challenge #2 Performance

ADVANCE DIGITAL

Campaign strategy Simple strategy with limited targeting
Basic results affected re-sales

Spend management Painful manual daily spend reallocation

Optimization “Set it and let it” run

ADVANCE DIGITAL

Solution #2 Experience & tech

Micro-targeting

Proprietary full-funnel strategies

Ad localization & personalization

Category-based campaign templates

Fully spend and maximize ROI

Auto budget pacing

Reduced error rates

Outperform benchmarks by 30%

Intelligent optimization



Challenge #3 Sales

Solution#3 Partner program

Training

Sales training & enablement

Materials

Sightly University

Support

Campaign estimator tool

Challenge #3 Sales

ADVANCE DIGITAL

Training

Positioning and differentiation

Materials

No go-to resource for video advertising

Support

Lack of tools

ADVANCE DIGITAL

Solution #3 Partner program

Train the trainer

Sales training & enablement

Expert resource for training sessions

Rolled out in 6 or 12 media group markets to date

23 online info/education modules

Sightly University

High demand for closing sales

Campaign estimator tool



ABC Plumbing Spring Promo - Sightly

[Back to Estimator](#)[Export to CSV](#)

Estimated Results

Assumptions: Ad Length :30 View Rate 18 % CPCV \$0.13 Total Target Population 682,788

	Your Budget			
Monthly Budget	\$28,317	\$14,158	\$5,663	\$1,500
Reach	50 %	25 %	10 %	3 %
Completed Views	221,223	110,612	44,245	11,719
Viewable Impressions	1,229,019	614,509	245,804	65,104
View Time (Hours)	4,969	2,485	994	263

***IMPORTANT:** Estimated results are based upon historical averages. Your actual results will vary by as much as +/-20%.

Specs Summary

Advertiser	ABC Plumbing
Category	Home Services
Sub-Category	Plumbing
Objective(s)	Targeted Reach
Audience Targeting	Age Range(s): 25 - 34, 35 - 44, 45 - 54, 55 - 64, 65 +, Unknown Gender(s): Male, Female, Unknown
Geo Targeting	92009, California, 92014, California, 92024, California, 92025, California, 92027, California, 92029, California, 92037, California, 92040, California, 92064, California, 92065, California, 92067, California, 92071, California, 92078, California, 92091, California, 92121, California, 92126, California, 92127, California, 92128, California, 92129, California, 92130, California, 92131, California Total Target Population for these locations: 682,788

[Back to Estimator](#)[Export to CSV](#)



John McIntyre
Founder & CEO
john@sightly.com

Simple. Worry-Free. Video.