How to start converting your VoD offers with ExoClick!

Welcome to ExoClick!

You now have access to massive volumes of traffic to start converting your VoD offers!

Let's explore the benefits of being an ExoClick Advertiser!

Category selection feature: Serve your ads to the right audience by choosing the categories you want your ads to appear near and blacklist unrelated categories.

Targeting Features: Improve your campaigns by blocking and targeting zones and use Day Parting to target devices at specific times. Regulate the number of times your ad is shown per active end user with Frequency Capping.

Bidding features: Take advantage of our large range of Bidding options, including Smart CPM/CPC, The Bidder, and Smart Bid.

Cost Control: Set precise user capping and daily budgets to keep you within your spending limits.

Automation tools: To help you scale up your campaigns and improve your ROI, use our Landing Page and Variation Optimization Algorithms.

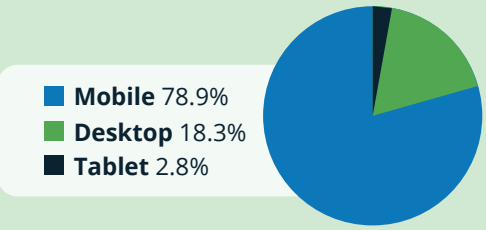
Conversion Tracking: Use our free Conversion Tracking tool or any third-party tracking tool like Voluum, to see how your audience is interacting with your campaigns based on your preferred metrics!

Real-time data analysis with our Customizable Dashboards: Easily view your campaign statistics to make the right optimization decisions immediately.

To get you started, here are 6 tips to help you convert your VoD campaigns with ExoClick:

1 VoD Network stats

Check out the daily device split and top ranking continents based on daily average impressions for VoD offers with ExoClick!



Continent	%
Asia	46.7
Europe	21.6
North America	14.0
Latam	9.2
Africa	7.7
Oceania	0.8

Want to know the best places for your VoD offers? Here's a breakdown of the best GEOs by continent, based on daily average impressions.

2 Traffic Sources: Free Content Sites

You can test and convert your campaigns with ExoClick's high quality Free Content Sites traffic sources!

Reach massive volumes of traffic of all ages, demographics, and GEOs! There are two subcategories:

1.Premium: High-quality traffic from sources that are verified by ExoClick Account Managers, some are exclusive to ExoClick!

2.RON: This is less expensive traffic than Premium with high volumes and new sites being added daily for you to test.

Tip! Set up separate campaigns for Premium and RON traffic campaigns. This way you can evaluate each type of traffic source and then optimize.

3 Use Banner ads to make a lasting impression!

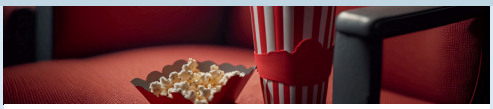
60.5% of the average daily ad impressions in VoD came from Banner ads!
So, try Banners if you are an Advertiser looking to make an impact. Banners are an economical way to test campaigns because of the massive volumes and low prices compared to other formats.

Tip! Test out RDAs, you can upload images and texts and we will automatically produce creatives in varying sizes instantly, giving you access to more ad zones, increasing your reach and saving time on design.

4 Use Native to seamlessly connect with your audience!

30.9% of the average daily ad impressions in VoD came from Native ads making them a great way to get your brand out there and avoid ad blindness!

Use emojis in your Native ads! Emojis give you an effective way to enrich your marketing messaging. Since there is a character limit for text, using emojis can help you make the most out of that space. So try inserting them into your Native ads.



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Have you tried Dynamic Tokens? Dynamic Tokens automatically replace specific text with keywords relevant to the end user. If your end user is in a particular GEO and using a specific device the Dynamic Tokens will reflect this. For example:

"Everybody in **{city}** is playing this game on their **{device}.**"

"Everybody in **London** is playing this game on their **iPhone"**

There's a variety of tokens to choose from including **{country_name}**, **{region}, {city}, {language_name}, {day}, {operating_system}**, **{device}**, and **{carrier}** to name a few!

Tip! Craft engaging images that imitate video thumbnails. You could even add the Play Button arrow on them. This will make end users want to click and watch your VoD content.

5 Make an impression with Video ads!

Video is a great way to show the end user your VoD offer in more detail. An average of 6.3% impressions comes from Video ads daily!

There are three formats:

1.In-Stream: Plays when the user clicks on a website video and has clickable calls to action. If you are targeting tube sites the In-Stream ad will play before the end user views the content they have selected. (Just like YouTube!)

2.Slider: Video format that slides in from the bottom right of the webpage. This is very eye catching for end users.

3.Outstream: This ad is shown to an end user as they scrolls down the page, really capturing the user's attention.

Tip! Try ExoClick's CTA feature: You can test different predetermined CTAs to see which converts the best for your campaigns.

Bidding versus Traffic Share deals

When bidding for ad space, you have two options:

1.Bidding: This allows Advertisers to decide their maximum spend based on ad placement, budget, and potential ROI. This is available across all ad formats and all traffic sources. Bidding offers benefits like ozptimization opportunities, more testing capabilities, the ability to test multiple zones at once, and a flexible budget.

2.Traffic Share deals: This allows an Advertiser to purchase a specific ad zone for a set period of time at a fixed cost. This is available across all ad formats and all traffic sources. Benefits of Traffic Share deals include set traffic expectations, a fixed budget, and exclusivity on the ad zone for the duration of the deal.

*If you already know the zone you would like to target, you can arrange a Traffic Share deal with your Account Manager or Customer Success Manager!

Top tips from the ExoClick experts!

Targeting Tip! Target your campaigns based on the specific category to maximize relevance. Try Keyword Targeting to ensure your VoD campaigns are shown to the right audience.

Creative Tip! Use high-quality creatives in your ads. The end user is paying for the content on your VoD site so show them what they have to look forward to when they buy a subscription.

Landing Page Tip! Landing pages with a 10-second video preview are normally attractive to users. Once the user engages with the preview, they are directed to the payment page.

Getting Started with ExoClick

1. An introduction to the ExoClick platform

2. Setting up your ExoClick account
***Reminder:** if you are outside of the EU you will need to provide your Tax ID. If you have doubts, get in contact with our Compliance team!

3. Create your campaign in 5 easy steps!

4. How to fund your Advertiser account
***Please note:** the currency you choose (EUR/USD) can not be changed in the future, so think carefully about the best currency for your campaigns.

Now you have some great insights to start converting your VoD offers with ExoClick!