

Rich Media and Video **Rich media ads have greater impact than ordinary display of advertising. Video ads deliver even higher brand awareness, message association, and purchase intent.**

**Rich Media and Video make online marketing campaign a lot more engaging for the buyers and the sellers. We do business the way you want to do business. Our full-service staff is available to help you throughout the entire process, which includes production, creative, trafficking and research. Ad Kit**

The Dimnet Motif Ad Kit allows designers to convert and customize their Flash assets directly within the Flash interface. Through our straight-forward and powerful process we allow designers to utilize cutting-edge formats and features such as video and expansions, while tracking up to 100 available metrics for later analysis.

### **Ad Formats**

We offer a complete range of rich media formats to satisfy any campaign objectives:

- \* **In-Page:** Standard polite loading Flash banners, rectangles, skyscrapers and leaderboards
- \* **Expanding:** Expands in size and direction upon user interaction
- \* **Floating:** Appears in any size or shape and moves above web page content
- \* **Peel-Down:** Reveals a glimpse of your ad in the corner of a webpage, which peels down upon user interaction
- \* **Flash-in-Flash:** Display engaging and measurable ads within the immersive Flash and Flash video environments
- \* **Special Formats:** Display rich media ads in instant messaging applications or other custom implementations
- \* **Widget Ads:** Converts most Dimnet Rich Media creative into a widget that can be shared virally across social networks and blogs

### **Campaign Insight**

Rich Media's Audience Interaction Metrics package lets you analyze data on more than 100 unique interactions in every creative unit including multiple exit links, counters, timers and video metrics. Plus, you can customize additional events to analyze based on your creative concept.

When Rich Media and Video are used in conjunction with Spotlight tags, standard and advanced reports provide additional insight into the conversion results of campaigns.

- \* The Spotlight for Rich Media report correlates individual rich media metrics like interactions, expansions, multiple click-throughs and video plays directly to conversion activities.
- \* The Exposure to Conversion report looks beyond the last click and shows the complete path to conversion events.
- \* A standard report provides metrics on post-impression and post-click conversions.

### **Next Generation Formats and Features**

Dimnet's Innovation Lab constantly works on new formats and features to give more options to rich media advertisers. We're working on what comes next and are consistently bringing new capabilities out of the realm of research and development and into the realm of what can be used in a live campaign. We stay ahead of the curve in rich media and video formats, bringing you the latest in immersive, engaging ad formats invented in Dimnet Innovation Lab.

Please visit our online profile to see how some of our clients have benefited from our services and please use the contact form below for any enquiries you may have.