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Inform InView: Unlocking New Premium Video Dollars

🕒 December 1, 2015 📁 Product 👤 Angela Tung

According to Forrester Research, 77% of agencies and 70% of advertisers say the “InView” format – also known as “outstream” advertising – will be an important part of their clients’ overall advertising portfolio going forward – and Inform is there with our newest video advertising product.

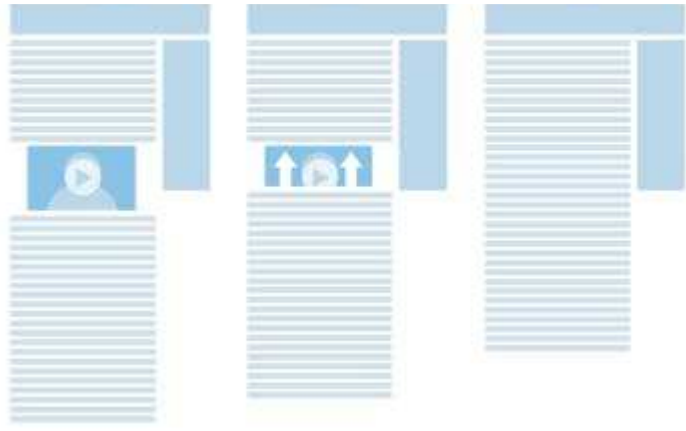
Inform InView is here to help publishers take advantage of the unprecedented demand for premium video dollars. InView inserts a responsive, lightweight video player seamlessly between paragraphs in a publisher story template, creating a premium viewable experience for advertisers, and opening new inventory and a new stream of revenue for publishers.



Here are even more benefits of Inform InView:

User friendly. The InView player only loads when it comes into the user’s view. Sound is off upon ad start and can be activated by the user with a toggle on the player. Upon completion, the player closes completely.





Mobile friendly. The InView player is designed to create new video impressions in both desktop and mobile environments.

Easy to deploy. No design work or page modification is required, and InView can be powered by Inform's Perfect Pixel platform or using a publisher's own ad server.

Immediate sellability. Publisher sales teams can sell into InView immediately, creating a new opportunity for local clients.

Interested in Inform InView? Email us at InformVideo@inform.com or connect with your Inform contact to get started today.

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