

# IMPROVE DIGITAL IN-PAGE VIDEO



## 2 SOLUTION

### MAXIMISE VIDEO ADVERTISING REVENUE

Improve Digital's 360 Platform provides broad support for the serving and optimisation of video advertising.

With our In-Page video solution, our clients can:

- Embrace In-Page video as part of their video sales strategy, increasing available supply and significantly boosting revenues.
- Manage all sales channels and video formats holistically, ensuring the highest possible price is achieved for each impression.
- Attract brand spend on mobile devices with a new, high impact, and 100% viewable video ad format.

## 1 OPPORTUNITY

- Total online video spend is expected to rise from 6.32bn dollars in 2014 to 15.39bn in 2019 at a 19.5% CAGR (source: PWC). Publishers with premium editorial content can benefit from this rapidly growing area of the online market.
- There is a demand from brands for quality video supply and engaging formats – especially on mobile devices.
- By adopting the right technology, publishers can maximise video advertising revenue.

## 3 BENEFITS

**AN EXCITING AND IMPACTFUL NEW FORMAT TO ATTRACT NEW PREMIUM ADVERTISING BUDGETS**

**A BRAND NEW REVENUE STREAM TO BOOST OVERALL EARNINGS**

**A FORMAT THAT PERFORMS STRONGLY ACROSS MOBILE DEVICES**

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Helping publishers create new advertising space, that was our goal when we created the in-article video player. Partnering with Improve Digital has been imperative towards achieving this goal across the key European markets."

Martijn Garretsen, Commercial Director, [Blue Billywig](#)



For more information, feel free to contact one of our local offices:

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## QUICK FACTS

Improve Digital delivers a monetisation platform to empower premium publishers across Europe, maximising their revenue from programmatic sales.



Founded  
in 2008



+80.000  
Advertisers



+250  
Publishers



+100  
Employees



Offices in  
NL, UK, ES, DE & BE



Cloud-  
Based



Data  
Driven



+3,500  
Buying Partners