



INDUSTRY INSIDER:
ATTENTION! TULOKSIA MAINOSTAJALLE JA
TULOJA JULKAISIJALLE

IAB Finland & YOC Finland

8th February 2023



INDUSTRY INSIDER TECHNOLOGY & AI IN ADVERTISING



ABOUT YOC

**THE TECHNOLOGY PLATFORM FOR
HIGH-IMPACT ADVERTISING**



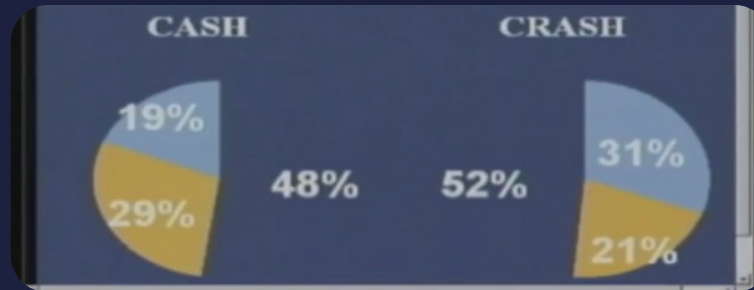
THE YOC STORY: HOW IT ALL BEGAN CASH OR CRASH?

2001





THE YOC STORY CASH OR CRASH?

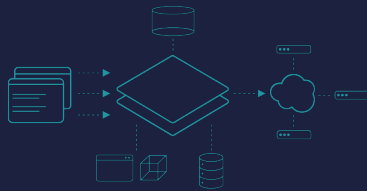




THE TECHNOLOGY PLATFORM FOR HIGH-IMPACT ADVERTISING

THIS IS YOC

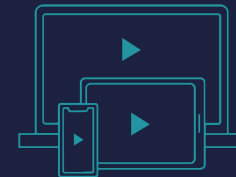
VIS.X[®] PLATFORM



HIGH IMPACT PRODUCTS



MULTI SCREEN + SITES & APPS



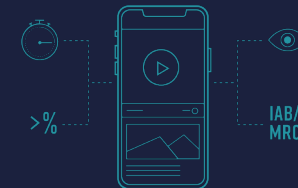
GLOBAL REACH >20 BILLION IMPRESSIONS/MONTH



+120 DIGITAL EXPERTS



>20 YEARS EXPERIENCE





WHY HIGH-IMPACT AT YOC BRANDING, ENGAGEMENT, AND PURCHASE

ALONG THE WHOLE MARKETING FUNNEL

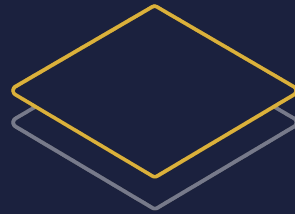
- › **Generate Awareness:** High-impact formats create awareness and help brands differentiate themselves.
- › **Generate Engagement:** High-impact formats are more engaging and attention-grabbing than display
- › **Generate Insights:** High-impact formats offer diverse interaction opportunities, which generate valuable data.
- › **Generate Purchase-Interest:** High-impact formats significantly increase the consideration of a purchase.





THE PLATFORM FOR HIGH-IMPACT ADVERTISING

VIS.X[®]



VIS.X



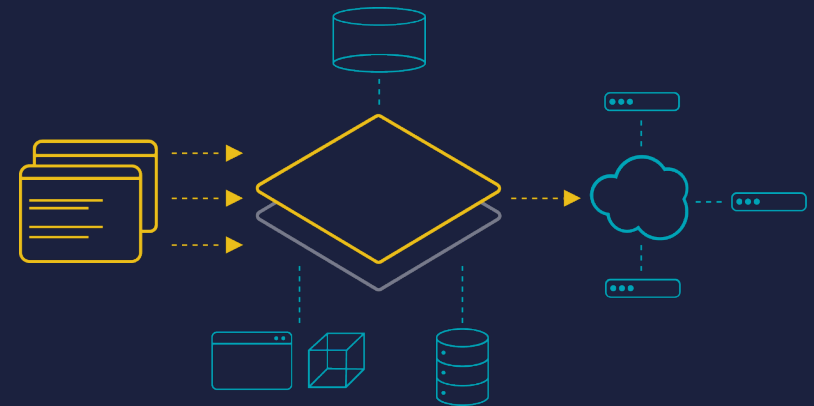


THE IDEAL TRADING PLATFORM FOR EFFECTIVE DIGITAL ADVERTISING

THIS IS VIS.X[®]

VIS.X[®]: A UNIQUE TECHNOLOGY PLATFORM

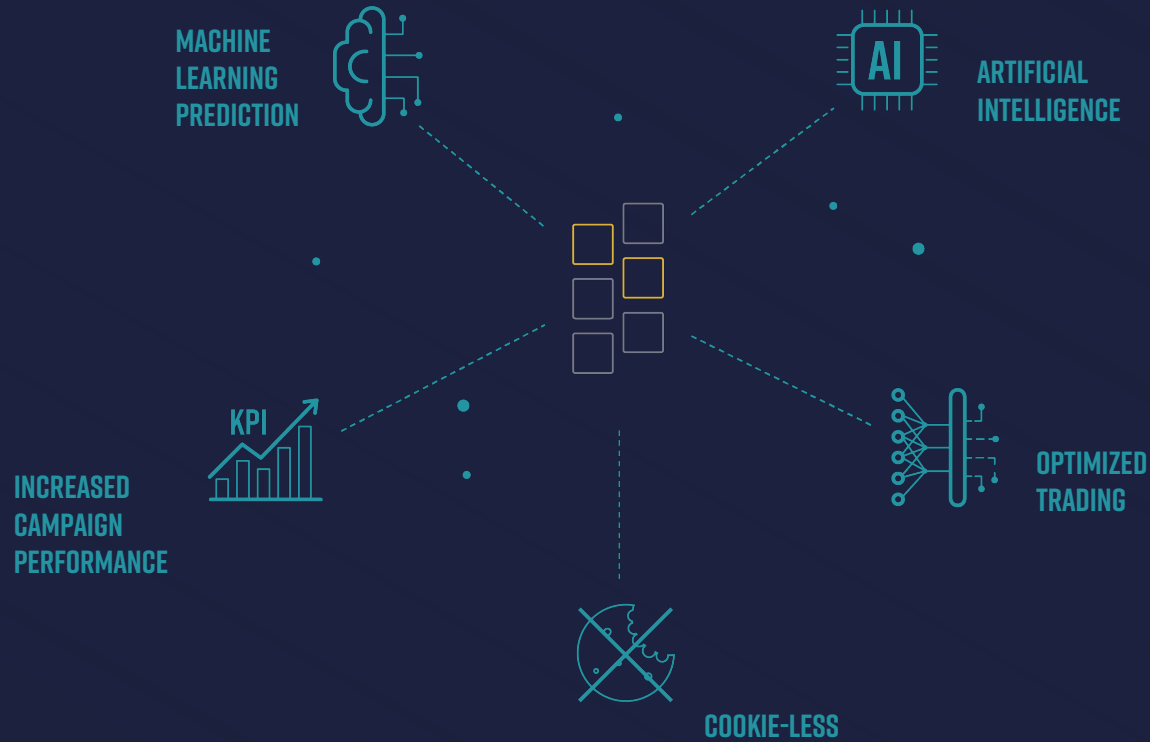
- › Automatic trading of digital advertising units
- › Unique selling point: Automated delivery & playout of self-developed YOC high-impact ads
- › Connected to global purchasing platforms (The Trade Desk, Xandr, Google et al.)
- › High reach: >2,000 European premium publishers' sites and apps





REACH THE NEXT LEVEL OF HIGH-IMPACT ADVERTISING

AN INNOVATIVE PLATFORM MODULE: THE VIS.X[®] AI



CREATIVE OPTIMIZATION

ALGORITHM VS. ARTIFICIAL INTELLIGENCE

ALGORITHMS



- › Instruction to perform a specific task with the help of a machine
- › For predictable, repeatable use cases
- › Finite, predefined individual steps

ARTIFICIAL INTELLIGENCE



- › Definition of decision patterns for single or broader problem areas
- › Ongoing consideration of diverse, changing data points to intelligently find solutions



REACH THE NEXT LEVEL OF HIGH-IMPACT ADVERTISING HOW DOES THE VIS.X[®] AI WORK?



VIS.X[®] AI





INDUSTRY INSIDER FROM ATTENTION TO ENGAGEMENT



DIGITAL ADVERTISING TRENDS 2024

SUPERPOWER UNLOCKED: ATTENTION X ENGAGEMENT

DIGITAL ADVERTISING TRENDS 2024

SUPERPOWER UNLOCKED: ATTENTION X ENGAGEMENT

- › 100% Viewability
- › Reactive scrolling
- › Seamless integration



ATTENTION



AI
Optimization

ENGAGEMENT



- › High-quality engagements
- › maximized effects
- › Measurable & scalable



ENGAGEMENT AND ATTENTION OUR SOLUTION TO BOOST BRAND PERFORMANCE



ENGAGING
HIGH-IMPACT
AD PRODUCTS



MOAT

- EXPOSURE
- PROMINENCE
- INTERACTION
- CONDITIONS

ATTENTION
METRICS



DIVERSE
PRICING
MODEL

WE HELP YOUR BRAND TO STAND OUT

OUR SERVICE

INDIVIDUAL CONCEPTS

Transformation of customer briefings into individual concepts optimized for customer-relevant KPIs.

IN-HOUSE CREATION

Turning ideas into high-impact creatives with unique storytelling & emotional enhancement of the brand.

HTML5 CREATIVES

Interactive & Rich Media Ads
First Mover campaigns, innovative approaches & unique features



HIGH-IMPACT ADVERTISING PROVOKES USER ENGAGEMENT NIELSEN STUDY 2023



42 %

are willing to **interact** with high-impact formats



31 %

would **recommend the advertised brand** to others after interacting with high-impact formats



55 %

remember the advertised brand better after interacting with a high-impact format



30 %

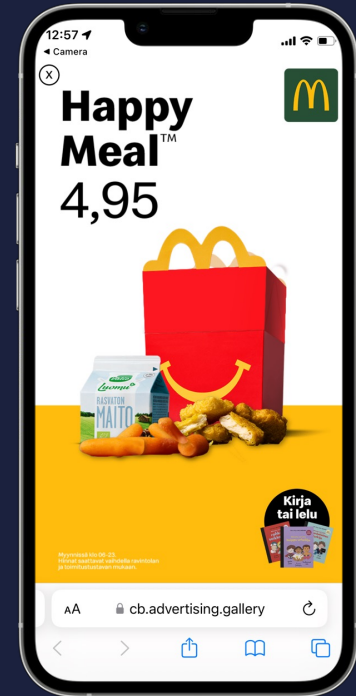
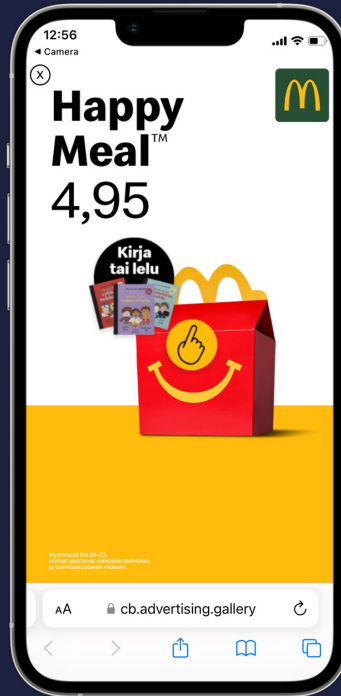
consider the brand for purchase after an advertising contact with the high-impact format



HIGH-IMPACT ADVERTISING ENGAGING CUSTOMERS



YOC MYSTERY AD®
TAP
MCDONALD'S

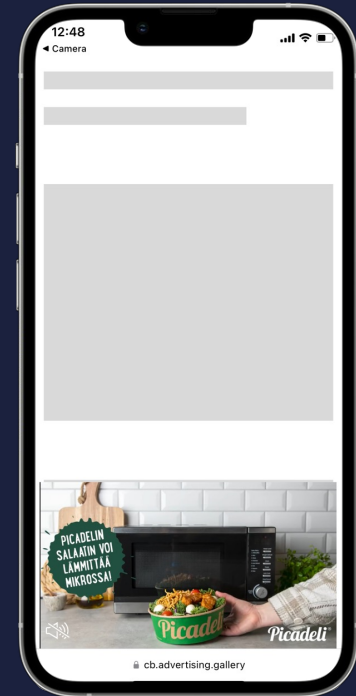
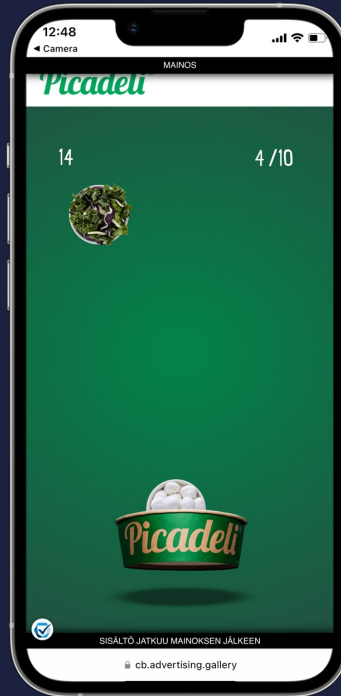




HIGH-IMPACT ADVERTISING ENGAGING CUSTOMERS



YOC BRANDED TAKEOVER PICADELI





YOC UNIVERSAL VIDEO AD FOR BMW



YOC MYSTERY AD

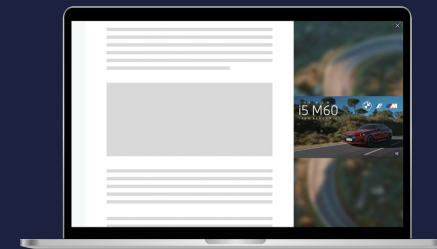
16:9 VIDEO



YOC INLINE VIDEO AD



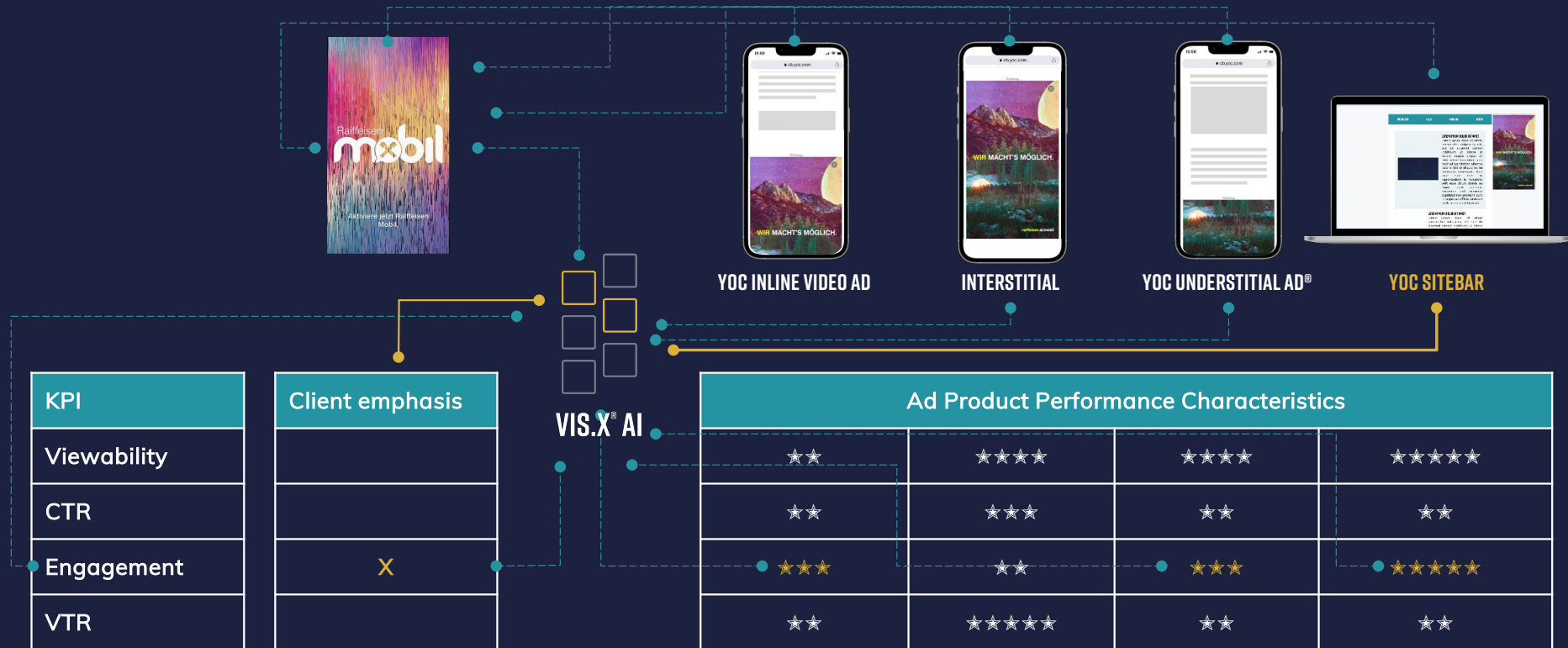
YOC MYSTERY SCROLLER



YOC SITEBAR



HIGH-IMPACT PROGRAMMATIC ADVERTISING AI-BASED OPTIMISATION MODULE VIS.X[®]





ENABLER VS. AMPLIFIER

THINKING ATTENTION HOLISTICALLY

THE AMPLIFIER



User Engagement



AI Optimization



Measurable Performance

THE ENABLER



Brand Safety

MOAT

Attention Score



Human Traffic



THANK YOU !