

Background

The Finnish media agency Voitto is responsible for running SF film's movie trailer campaigns and were looking to launch video ads programmatically across sites without video inventory to gain more reach and engagement.

Publisher-network, Diamonds & Pearls (D & P), was the first one in Finland to push the programmatic barriers with Adform and helped SF Film and Voitto to run the videos without video inventory.



Challenges

Buying and selling video inventory at scale requires a format that is easy to run from the buying side and that has attractive engagement metrics and viewability from the sales side.

Usually, video inventory has a high price and high engagement but is difficult to sell at scale. The demand for in-stream, pre-roll inventory is normally much higher than the supply, so publishers seek alternate means to provide the additional supply. Selling Rich Media formats that can play video ads is popular, but this requires producing video banners for each sales instance, leading to a more complicated buying side.

Solution

Finland's First Programmatic Out-Stream Campaign

Adform's new out-stream formats provide robust auto-play and view-to-play configurations that run in any environment. All of these formats are completely programmatic-friendly and designed to bridge many of the challenges that have historically limited videos, such as issues with auto-play and a lack of responsiveness.