

AdSpruce Launches Unique Ad Serving Technology For Mobile Video Banners.

Submitted by: AdSpruce

Thursday, 19 September 2013

The rapidly growing mobile video ad network AdSpruce, unveils a unique end-to-end mobile video banner ad server, offering new opportunities for advertisers and publishers alike.

AdSpruce, the mobile video ad network, has announced the launch of proprietary mobile video banner ad server technology capable of creating and delivering any video ad as a VAST-compatible rich-media banner. The service enables advertisers to play in-line video directly within the content of a mobile website making it more interactive and compelling to click than standard display ads. Considered a game-changing way of encoding and distributing video adverts on mobile devices, this user-initiated ad format allows advertisers and publishers to deliver unique, highly engaging VAST-compatible video adverts to smartphone users across the globe.

The video banner technology works by dynamically encoding a 10+ second preview of a video ad inside a rectangular banner on a mobile webpage. This preview aims to capture the attention of the user in a non-intrusive way. The user has the option to click the banner and watch the entire video in full screen, with a further option to click through to the product's website, an app store or any other URL. Compatible with almost all major smartphones, this technology marks the first time ever that advertisers can auto-play a video advert directly in the browser of an iPhone without the user first having to click a play button.

Discussing the launch of the video banner, AdSpruce Marketing Manager Ryan Davies commented, "The video banner is an exciting new product for us, not just because of the technical achievement but because it looks after the concerns of the most important people in our business – the consumer. We wanted to develop an advertising format that was non-intrusive yet at the same time interesting and engaging. Our video banner technology achieves this and manages to do so whilst maintaining a seamless and lightweight user experience for consumers browsing our publishers' websites on the mobile web. If consumers have a good experience, then our advertisers and publishers will too."

For advertisers the video banner offers a dynamic hybrid of display banners and video advertising, combining a user-initiated, VAST-trackable ad format with the engagement and brand recall of video, all inside a mobile phone. This combination of opt-in user experience with solid reporting and tracking has the potential to dramatically increase the ROI for advertisers.

For mobile website publishers this lightweight mobile banner technology presents an opportunity to move into the mobile video advertising industry and benefit from the higher revenue generated by video content without compromising the user experience of their website.

Ian Mullins, AdSpruce CEO, added: "We are experts in delivering video to mobile devices; this new way of making banner adverts more compelling means video adverts can now be shown in a click-to-view format on any smartphone. Our web compression technology, device optimization, video encoding and native ad server technologies are making AdSpruce the leaders in innovative rich media solutions for mobile devices. With more and more people turning away from their computers in favour of their phone, the mobile

web is set to grow exponentially over the next few years. Our technology capitalizes on this trend, giving users the type of banner ads that they are used to as well as providing a better, more engaging solution for advertisers and publishers.”

AdSpruce currently delivers millions of video advertising spots every month and has a rapidly growing network of premium video publishers. To find out more about AdSpruce’s VAST-compatible mobile advertising and publisher solutions visit their website at AdSpruce.com - Mobile Video Advertising (<http://www.example.com>).