

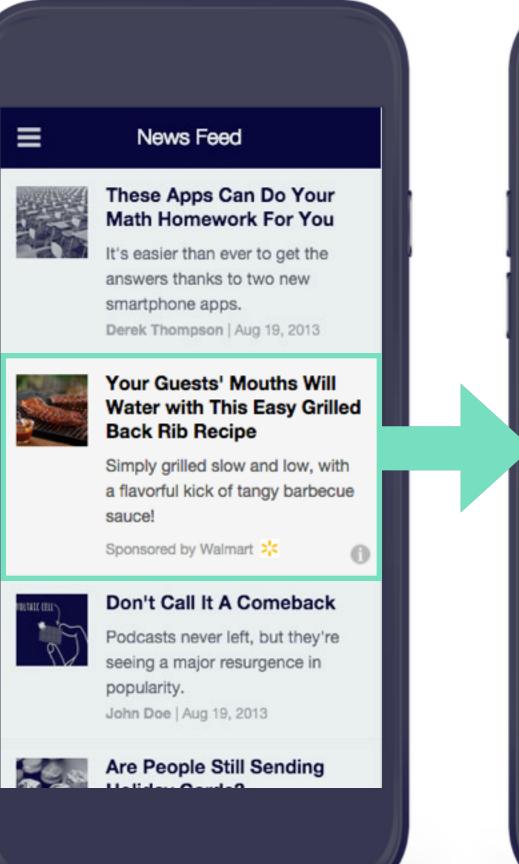
# **SHARETHROUGH** FOR PUBLISHERS

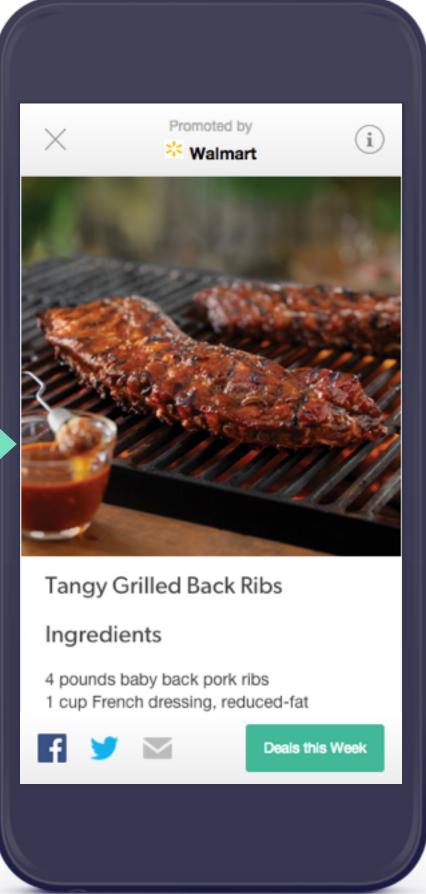
### **Creative Launch Kit**

### **MARICATE REEVES**

Director, Platform Sales <u>mreeves@sharethrough.com</u>

#### SFP CREATIVE LAUNCH KIT





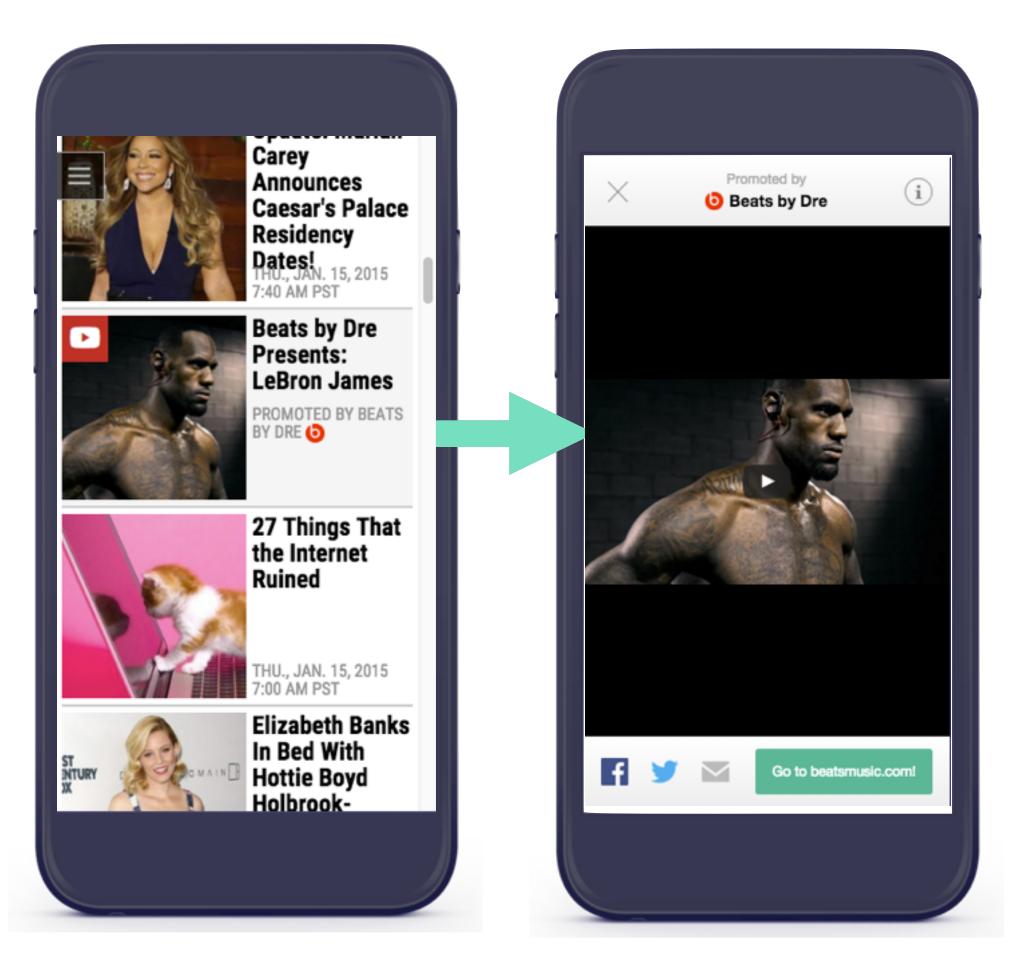
## Sharethrough Content Engagement Ads

Industry-leading suite of content cards to support any form of brand content

- Faster load time for content
- All forms of content
- Full screen experience on mobile
- Seamlessly integrated onsite card creates editorial halo
- Shareable directly from the feed
- Customized call-to-action

#### SFP CREATIVE LAUNCH KIT

## Video Card User Experience





Interactive Desktop Demo: http://bit.ly/1NldmAT Interactive Mobile Demo: http://bit.ly/1N3K9pt

## **Asset Overview - Video Card**

	Native A
Creative Asset	Video Content URL (YouTube, Instagram, Vi
Native Headline(s)	140 Characters Max Including Spaces (2-3 p
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest rat
Promoted By Slug	Confirm advertiser name to appear in unit
	Op
Custom Button	Destination URL + CTA (20 Characters Max
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impress
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### Ad Content Assets

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## Video Card Measurement

**Total Impressions:** Number of times an ad was served to the page Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second Visibility Rate: Percentage of ads that are viewable to the user **Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button **Engagement Rate:** Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %) **Total Clicks:** Total amount of user clicks on the ad unit **CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate) **Plays:** Represents the total number of times users played the video **Facebook Shares:** Represents the total number of times users shared the content through the Facebook share button **Twitter Shares:** Represents the total number of times users shared the content through the Twitter share button **Email Shares:** Represents the total number of times users shared the content through the Email share button **Custom engagements:** Represents the total number of clicks on the custom button Content Completion: 25, 50, 75, 95: How many users completed 25%, 50%, 75% and 95% of the content



### \*Pro Styling Tip: Mimic the exact layout of the original article, or post

#### News Feed



#### These Apps Can Do Your Math Homework For You

It's easier than ever to get the answers thanks to two new smartphone apps. Derek Thompson | Aug 19, 2013



#### Starting From Scratch: Plan An Outdoor Space In Stages

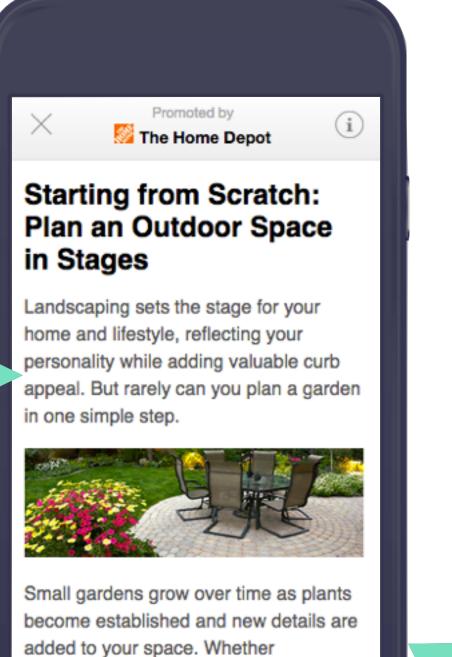
Landscaping sets the stage for your home and lifestyle, reflecting your personality while adding valuable curb appeal. But rarely can you plan a garden in one simple step.

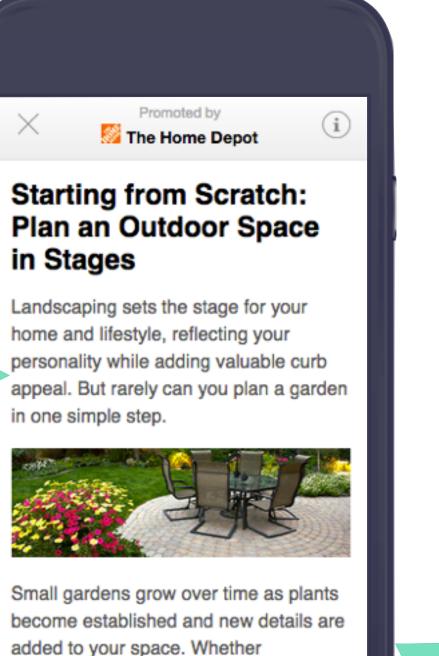
Sponsored by The Home Depot 🄗



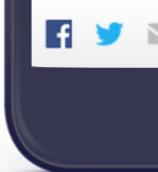
#### Don't Call It A Comeback

Podcasts never left, but they're seeing a major resurgence in popularity. John Doe | Aug 19, 2013





professionally installed or planted by

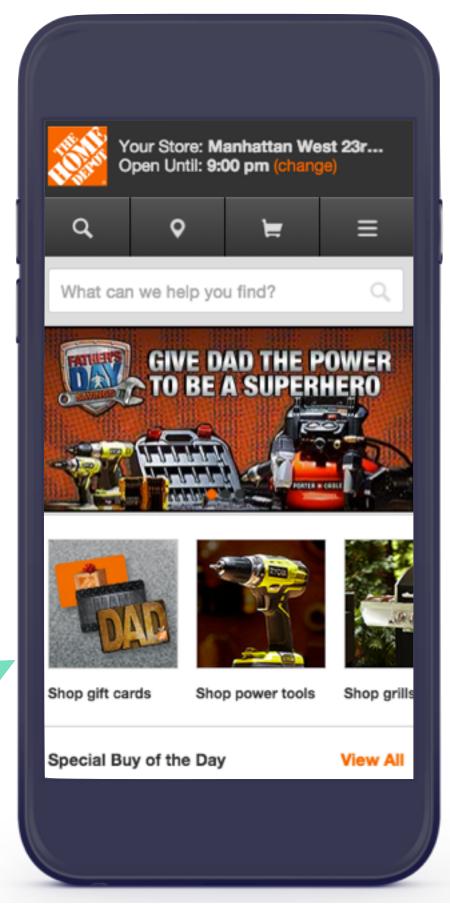


Interactive Desktop Demo: http://bit.ly/10yIKN6 Interactive Mobile Demo: http://bit.ly/1j3ocj1

More Backyard Tips!



## **Article Card User Experience**



## **Asset Overview - Article Card**

	Native A
Creative Asset	NON-VIDEO: Content URL
Native Headline(s)	140 Characters Max Including Spaces (2-3 p
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest rat
Promoted By Slug	Confirm advertiser name to appear in unit
	Opt
Custom Button	Destination URL + CTA (20 Characters Max
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impress
	Sh
	Facebo



### Ad Content Assets

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ook, Twitter, Email

## **Article Card Measurement**

**Total Impressions:** Number of times an ad was served to the page Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second Visibility Rate: Percentage of ads that are viewable to the user **Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button **Engagement Rate:** Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %) **Total Clicks:** Total amount of user clicks on the ad unit **CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate) Average Time In View: the number of seconds that the card is open divided by the number of visible impressions Median Time In View: median number of seconds for all of the cards that were viewed **Facebook Shares:** Represents the total number of times users shared the content through the Facebook share button **Twitter Shares:** Represents the total number of times users shared the content through the Twitter share button **Email Shares:** Represents the total number of times users shared the content through the Email share button **Custom engagements:** Represents the total number of clicks on the custom button



\*Pro Styling Tip: Image first, **Description below** 

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#### These Apps Can Do Your Math Homework For You

News Feed

It's easier than ever to get the answers thanks to two new smartphone apps. Derek Thompson | Aug 19, 2013



#### **3 Unconventional Oreo** Confections That Will Make Any Mouth Water

Delicious desserts don't have to take an entire day to make! From OREO milkshakes to puddings, these easy OREO recipes will become a family favorite - all in less than 30 mins.

Sponsored by OREO #

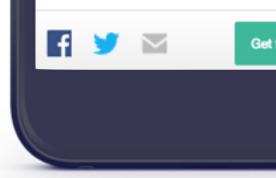


#### Don't Call It A Comeback

Podcasts never left, but they're seeing a major resurgence in popularity.



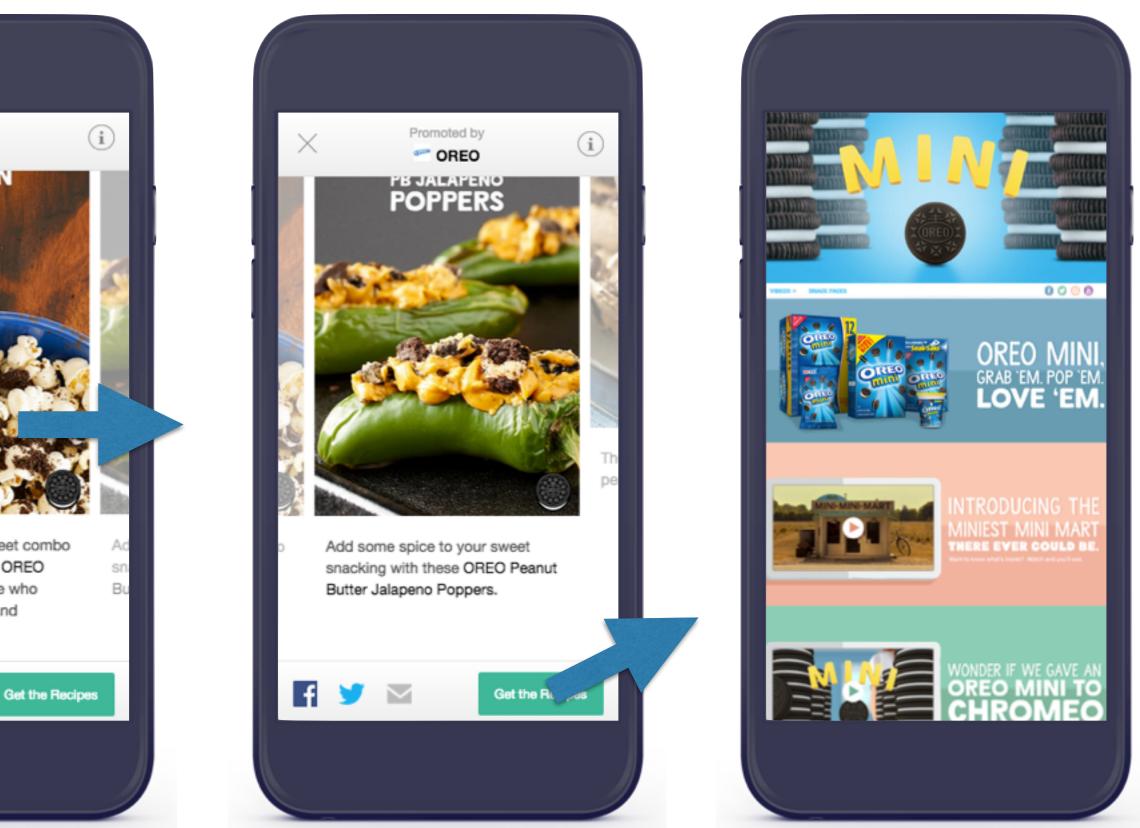
popcorn recipe. Because who doesn't love chocolate and popcorn?!



Brand Category Success: Auto, CPG, Retail, Travel Interactive Desktop Demo: http://bit.ly/1OsdGPc Interactive Mobile Demo: http://bit.ly/1MmwbRN



## **Gallery Card User Experience**



## **Asset Overview - Gallery Card**

	Native A
Creative Asset	Content URL (link to the content the user wo
Native Headline(s)	140 Characters Max Including Spaces (2-3 p
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest rat
Promoted By Slug	Confirm advertiser name to appear in unit
	Galle
Gallery Images (3-5 Recommended)	Image Ratio 1.5:1 (Any Format) *recomment
Gallery Image Description (Per Image)	No Character Limit & Can Include Links
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impress
	Sh
	Faceboo



### Ad Content Assets

ould share via the share buttons)

per creative recommended) - Sharethrough can draft recommended copy for client approval

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ook, Twitter, Email

## **Gallery Card Measurement**

**Total Impressions:** Number of times an ad was served to the page Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second Visibility Rate: Percentage of ads that are viewable to the user **Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button **Engagement Rate:** Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %) **Total Clicks:** Total amount of user clicks on the ad unit **CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate) **Average Time In View:** the number of seconds that the card is open divided by the number of visible impressions **Median Time In View:** median number of seconds for all of the cards that were viewed **Facebook Shares:** Represents the total number of times users shared the content through the Facebook share button **Twitter Shares:** Represents the total number of times users shared the content through the Twitter share button **Email Shares:** Represents the total number of times users shared the content through the Email share button **Custom engagements:** Represents the total number of clicks on the custom button



## Infographic Card User Experience

### \*Pro Styling Tip: Just use the image. No need to duplicate title

#### News Feed



#### These Apps Can Do Your Math Homework For You

It's easier than ever to get the answers thanks to two new smartphone apps. Derek Thompson | Aug 19, 2013



#### Energy Saving Tips To Lower Your Energy Bills

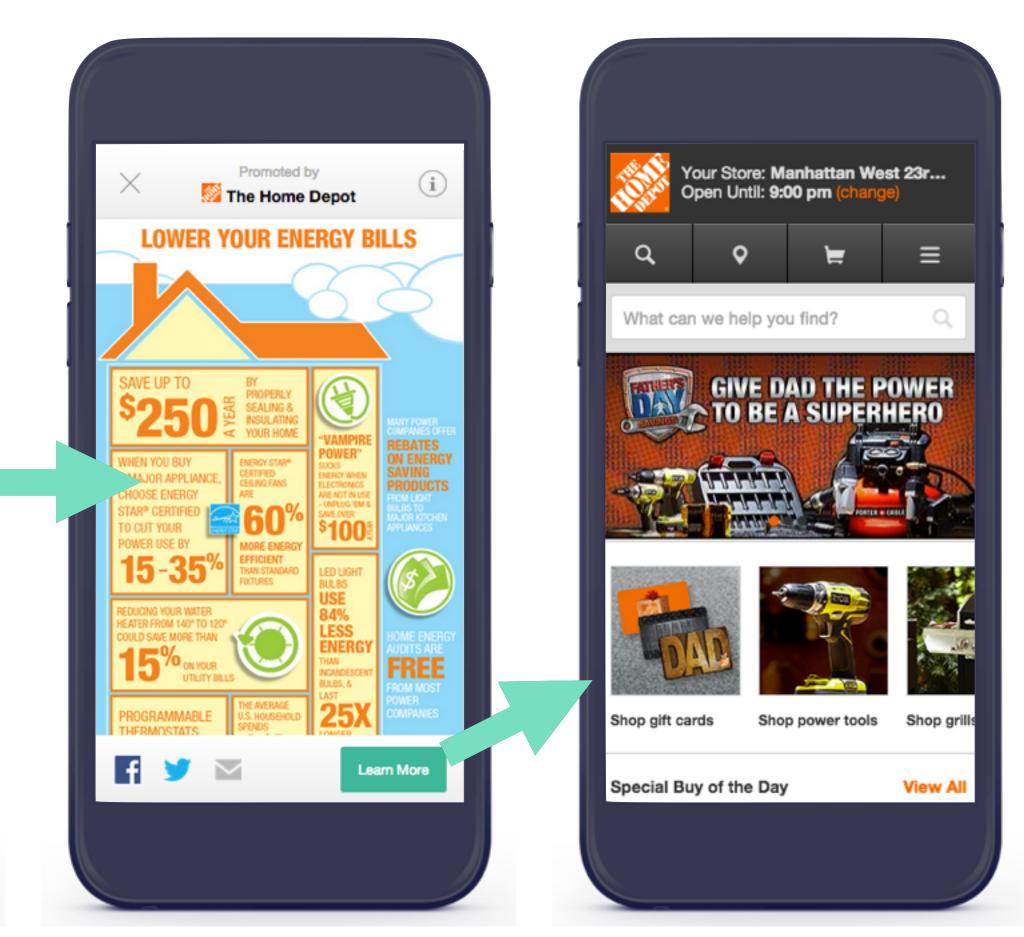
As the temperatures drop, you might be bracing for a spike in your energy bill. The average Canadian household spends half its utility bills on heating and cooling the home. But it doesn't have to be that way.

Sponsored by The Home Depot



#### Don't Call It A Comeback

Podcasts never left, but they're seeing a major resurgence in popularity.



Interactive Mobile Demo: http://bit.ly/1MmuZOr

### SHARETHROUGH

### Brand Category Success: Auto, B2B, Finance, Tech Interactive Desktop Demo: http://bit.ly/1OsdL5s

## **Asset Overview - Infographic Card**

	Native
Native Headline(s)	140 Characters Max Including Spaces (2-3
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ra
Promoted By Slug	Confirm advertiser name to appear in unit
	Infogra
Infographic Image	All Static Images Accepted (Ideal Format .F
	O
Custom Button	Destination URL + CTA (20 Characters Max
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impres
	S
	Facebo



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Optional Assets

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ession/click/play

### Share Buttons

book, Twitter, Email



## **Infographic Card Measurement**

**Total Impressions:** Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

**Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

**Engagement Rate:** Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

**Total Clicks:** Total amount of user clicks on the ad unit

**CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

Average Time In View: the number of seconds that the card is open divided by the number of visible impressions

**Median Time In View:** median number of seconds for all of the cards that were viewed

**Facebook Shares:** Represents the total number of times users shared the content through the Facebook share button

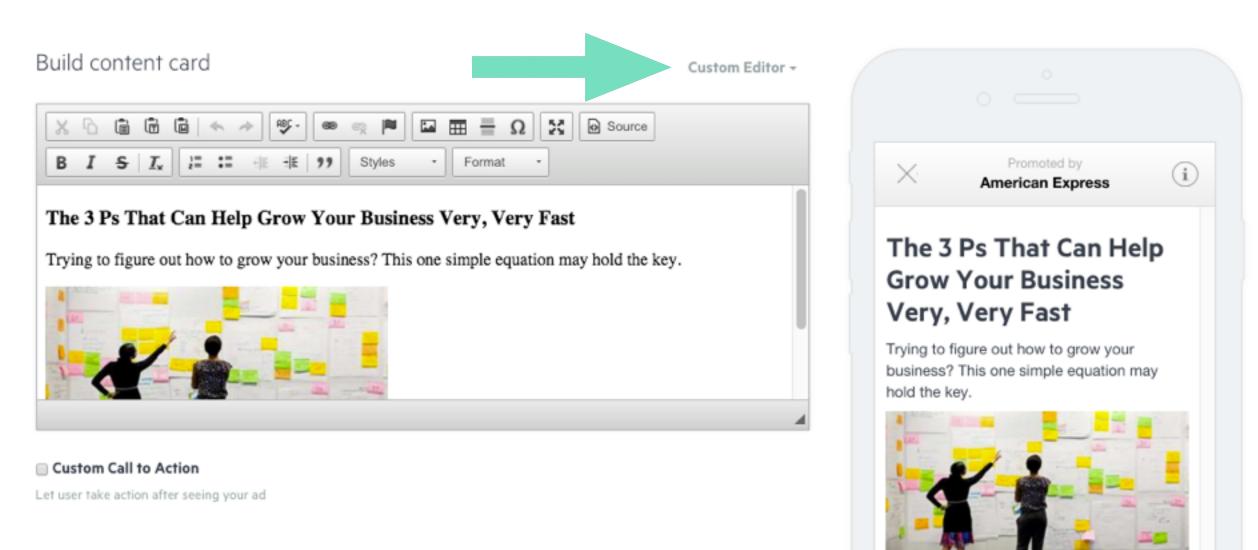
**Twitter Shares:** Represents the total number of times users shared the content through the Twitter share button

Email Shares: Represents the total number of times users shared the content through the Email share button

**Custom engagements:** Represents the total number of clicks on the custom button



#### SFP CREATIVE LAUNCH KIT



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Read More

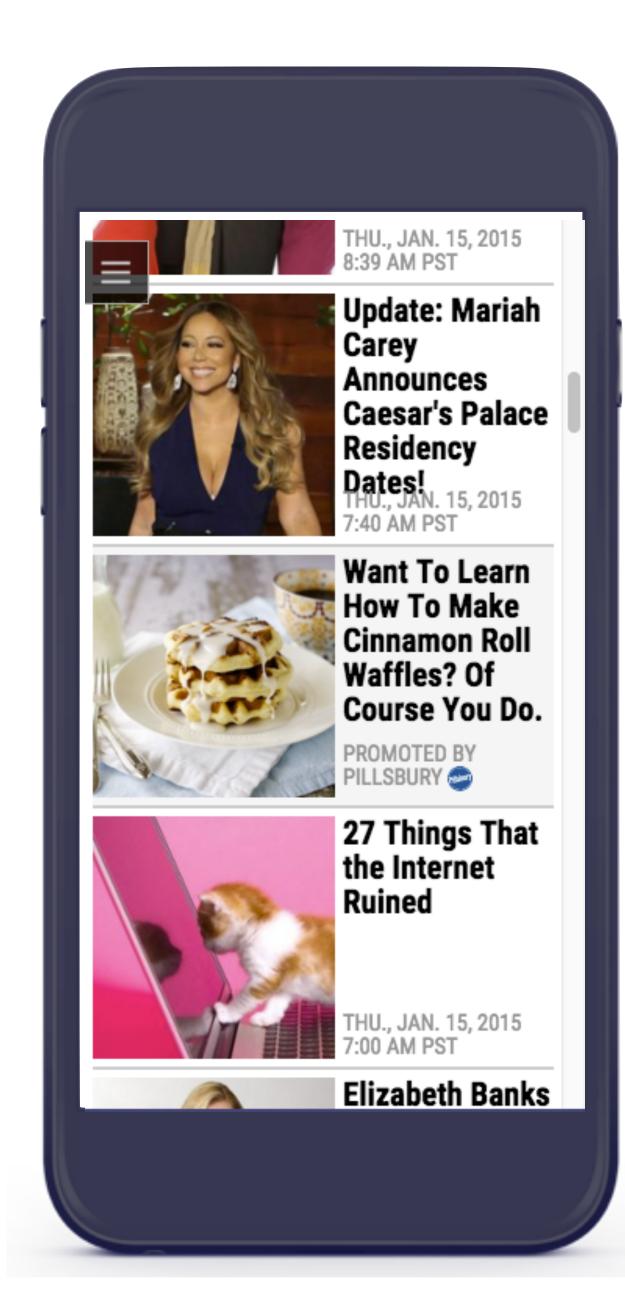
### **Custom Card Editor**

Don't see what you're looking for?

Custom Cards enable publishers to create, customize, and host content using the card functionality to drive user engagement regardless of media type.

Using the WYSWIG editor in the SFP platform, publishers can write sponsored content and/or import source code from any piece of content to then promote that content using card functionality from within their editorial feed.

#### SFP CREATIVE LAUNCH KIT

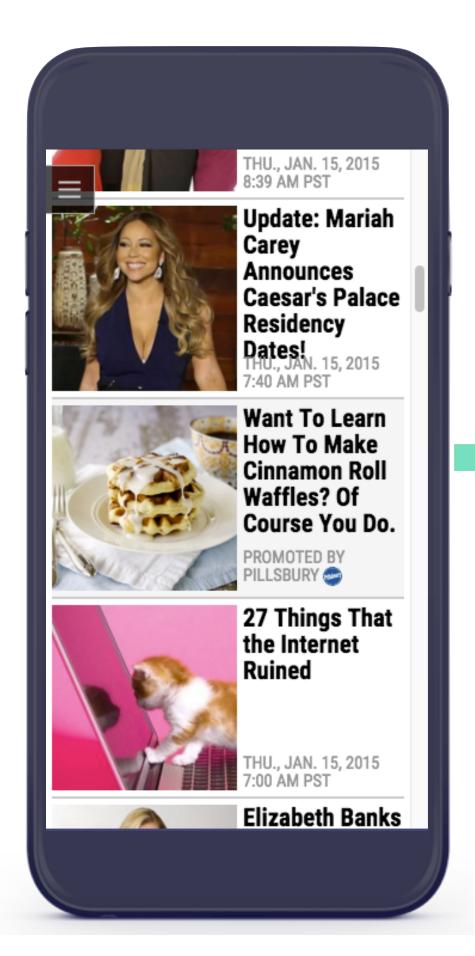


## Sharethrough Website Visit Ads

Drive Traffic To A URL Via A Direct Clickout

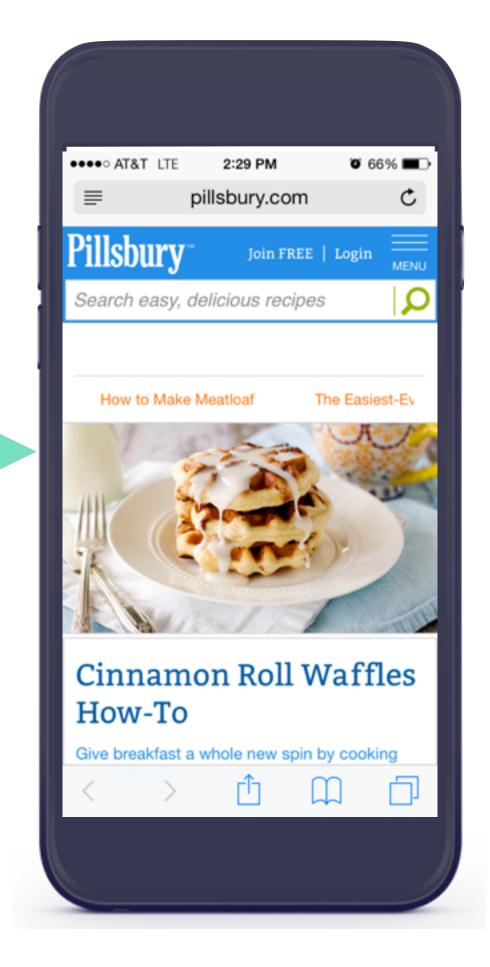
- Drive traffic to a web page.
- Drive traffic to a sponsored page on your site

## Website Visit Ads User Experience



Interactive Desktop Demo: http://bit.ly/1KWewfR Interactive Mobile Demo: <u>http://bit.ly/1WuDkCz</u>





## Asset Overview - Website Visit Ad

	Native
Creative Asset	Any Content URL
Native Headline(s)	140 Characters Max Including Spaces (2-3
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ra
Promoted By Slug	Confirm advertiser name to appear in unit
	O
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impres



Ad Content Assets

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ssion/click/play

## Website Visit Ad Measurement

**Total Impressions:** Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

**Visibility Rate:** Percentage of ads that are viewable to the user

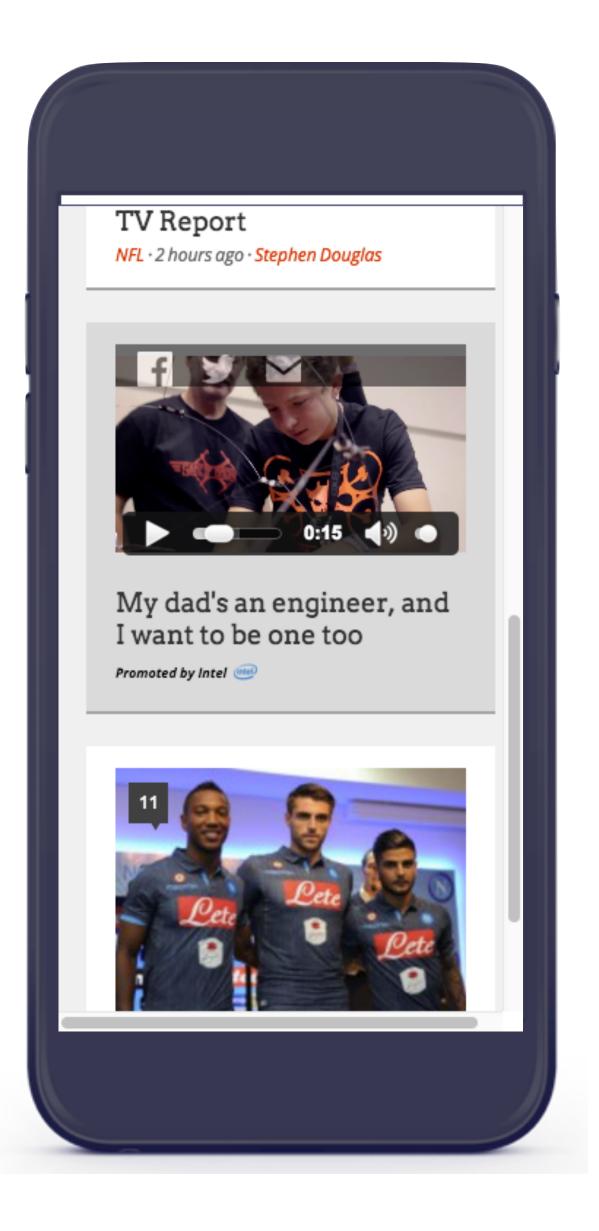
**Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

**Engagement Rate:** Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

**Total Clicks:** Total amount of user clicks on the ad unit

**CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)



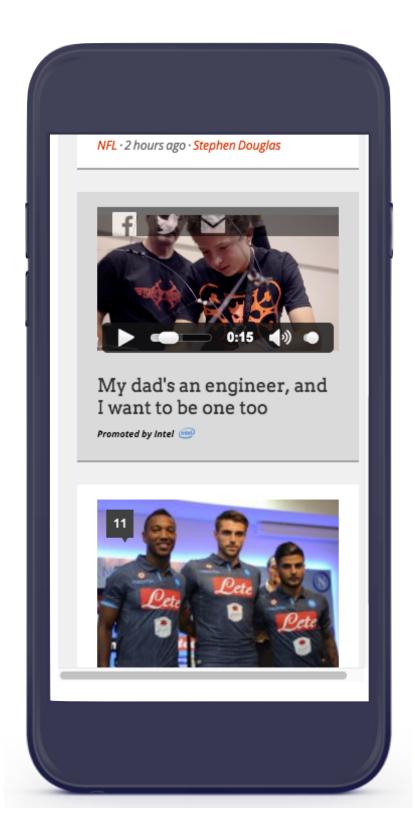


## Sharethrough Video View Ads

In-Feed Video Ad Units Designed To Maximize Viewability, Efficiency And Brand Impact

- Instantly plays silently on enabled publishers
- Tap for audio and to expand video
- TV-like execution, giving viewers instant exposure to video creative

## **Click To Play Video View Ad User Experience**

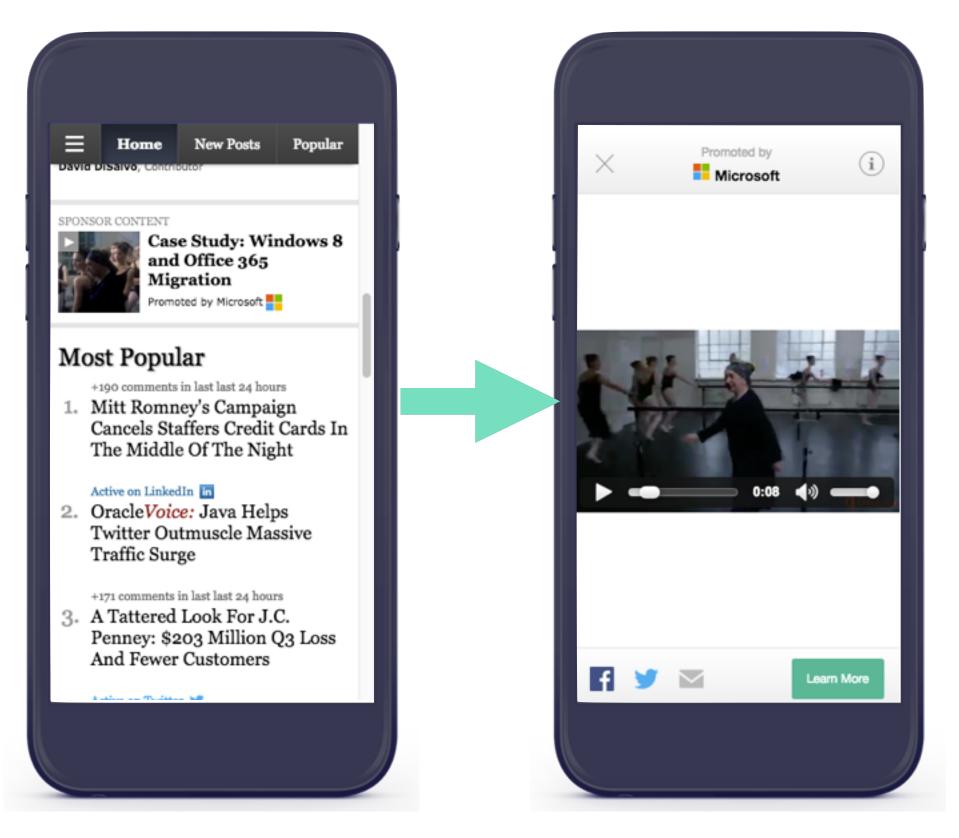


OR\*

\*if thumbnail size is more than 250 px width, the video will play inline with 1 click \*if thumbnail size is 250px width or less, the video will expand to a card and play once the user clicks on the unit

> Interactive Desktop Demo: http://bit.ly/1Wu2ocM Interactive Mobile Demo: <u>http://bit.ly/1Nk8Anh</u>

### SHARETHROUGH



## **Asset Overview - Click To Play Video View Ad**

	Native
Creative Asset	Video File for Hosted Videos (MP4, 1GB n
Native Headline(s)	140 Characters Max Including Spaces (2-3
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest r
Promoted By Slug	Confirm advertiser name to appear in unit
	C
Video Only - Custom Button	Destination URL + CTA (20 Characters Ma
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impre
	Share I

### SHARETHROUGH

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### **Optional Assets**

ax Including Spaces)

ession/click/play

Buttons (Video Only)

book, Twitter, Email



## **Click to Play Video Measurement**

**Total Impressions:** Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

**Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

**Total Clicks:** Total amount of user clicks on the ad unit

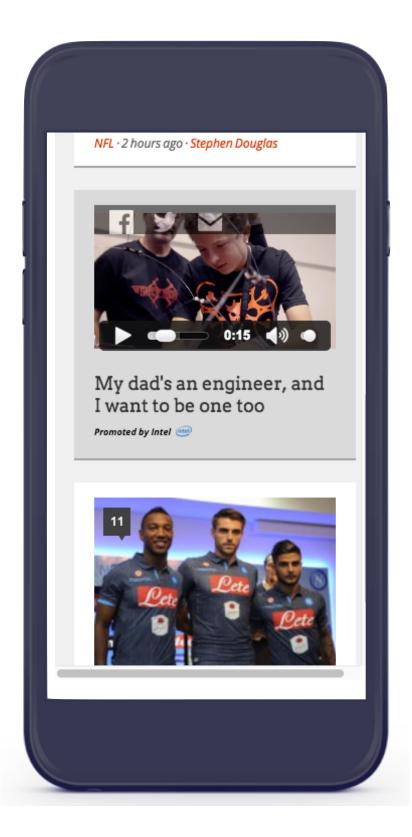
**CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

**Plays:** Represents the total number of times users played the video

**Facebook Shares:** Represents the total number of times users shared the content through the Facebook share button **Twitter Shares:** Represents the total number of times users shared the content through the Twitter share button **Email Shares:** Represents the total number of times users shared the content through the Email share button **Custom engagements:** Represents the total number of clicks on the custom button Content Completion: 25, 50, 75, 95: How many users completed 25%, 50%, 75% and 95% of the content



## Silent Instant Play Video View Ad User Experience

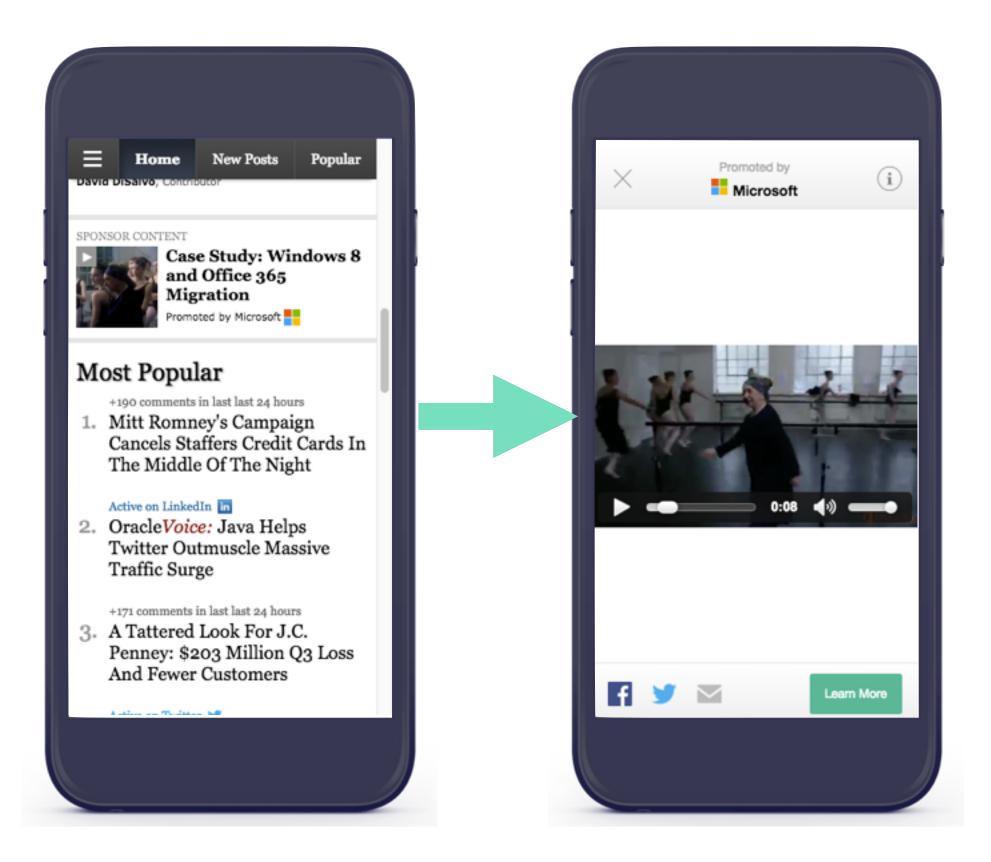


OR\*

\*if thumbnail size is more than 250 px width, the video will autoplay, and continue to play inline if the user clicks on the thumbnail \*if thumbnail size is 250px width or less, the video will autoplay, but will expand to a card if the user clicks to watch more

> Interactive Desktop De Interactive Mobile De

### SHARETHROUGH



- Interactive Desktop Demo: http://bit.ly/1FV6GHY
- Interactive Mobile Demo: http://bit.ly/1FUTcvY

## **Asset Overview - Silent Instant Play Video View Ad**

	Native
Creative Asset	Video File for Hosted Videos (MP4, 1GB m
Native Headline(s)	140 Characters Max Including Spaces (2-3
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ra
Promoted By Slug	Confirm advertiser name to appear in unit
	Ο
Video Only - Custom Button	Destination URL + CTA (20 Characters Max
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impres
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	Faceb

\* Silent Instant Play creatives are only eligible to run on ad placements that have a min 250 px width.



### Ad Content Assets

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-3 per creative recommended - Sharethrough can draft recommended copy for client approval)

ratio

### **Optional Assets**

ax Including Spaces)

ession/click/play

Share Buttons

book, Twitter, Email



## Silent Autoplay Video Measurement

**Total Impressions:** Number of times an ad was served to the page Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second Visibility Rate: Percentage of ads that are viewable to the user **Total Engagements:** Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button **Engagement Rate:** Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %) **Total Clicks:** Total amount of user clicks on the ad unit **CTR:** The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate) **Plays:** Represents the total number of times users played the video **Instant Plays:** Count of silent autoplay views defined as in play for at least 3 seconds **Facebook Shares:** Represents the total number of times users shared the content through the Facebook share button **Twitter Shares:** Represents the total number of times users shared the content through the Twitter share button **Email Shares:** Represents the total number of times users shared the content through the Email share button **Custom engagements:** Represents the total number of clicks on the custom button Content Completion: 25, 50, 75, 95: How many users completed 25%, 50%, 75% and 95% of the content



SFP CREATIVE LAUNCH KIT



DIRECTOR, PLATFORM SALES

MREEVES@SHARETHROUGH.COM



## SHARETHROUGH

MANAGE YOUR ENTIRE NATIVE AD STRATEGY

MARICATE REEVES