

## INSKIN <sup>[TM]</sup>

InSkin is a patent pending advertising platform that can be used by Web Publishers to monetise online video more effectively and without disrupting the user experience.

InSkin ads are served in an entirely new way to existing as formats, offering maximum, consumer initiated engagement, without being intrusive. With the InSkin ad delivery technology integrated directly into the media player, advertisers now have a way for their ads to become an integral part of the consumers viewing experience instead of being an interruption to it.



### How does it work?

- 1) Flash driven InSkin ads are served to a dynamic frame which wraps around a publisher's media player. An InSkin ad is served each time a new video is played and remains visible for its entirety, offering an extended opportunity for user initiated interaction.
- 2) When clicked, the InSkin ad expands into an interactive landing page that covers the media player and pauses the underlying video during user engagement.
- 3) Through the use of flash animation and rich media, data capture and product purchase, advertisers can build a totally interactive experience around online video.
- 4) The user closes the expandable landing page and video playback resumes from the position it was paused.

"The buzz around InSkin is similar to that which surrounded pre-roll a year ago, or search marketing five years ago, or email marketing a decade ago."

*Alex Blythe, Revolution Online Advertising Reporter - Revolution UK*

"InSkin is a fantastic solution to a problem that has been facing media owners and advertisers for some time. How to achieve impact and ROI for advertisers without destroying the user experience."

*Pete Wootton, Managing Director - Dennis Interactive*

## INSKIN <sup>[TM]</sup>

Monetising online video through engaging, interactive and non-intrusive advertising.



### Benefits for Publishers

- Monetise more of your online video inventory
- Increase CPM rates through sustainable, premium advertising
- Build Video consumption and user engagement through non intrusive, integrated advertising
- Create additional value through enhanced reporting and campaign management
- Integrates seamlessly into your existing media player and ad serving environment
- Full service account management and sale support

### Benefits for Advertisers

- Innovative, engaging advertising environment
- Significant increase in consumer impact, campaign effectiveness and ROI
- Multiple creative proposition for brand campaigns and direct response
- Broad range of functionality including data capture, interactive games and flash animation
- Sophisticated targeting and campaign reporting
- Lower production costs and the ability to easily repurpose existing assets

### Publisher Integration Requirements

- Supports Adobe Flash Player version 8+ and Windows Media Player 9+
- We provide you with a simple InSkin integration kit containing examples and sample code
- Close collaboration between technical teams for integration, troubleshooting and assistance
- Average integration time of 3 business days including user acceptance testing.

To learn more call **01753 860 700.** or email **fturner@utarget.co.uk**

Madeira House, Madeira Walk, Windsor, Berkshire, SL4 1EU