



Video Advertising Adds Emotional Impact

Combined with a multi-channel marketing strategy, video ads incorporate audio and visual elements that appeal to people and helps build a personal connection to your product or service

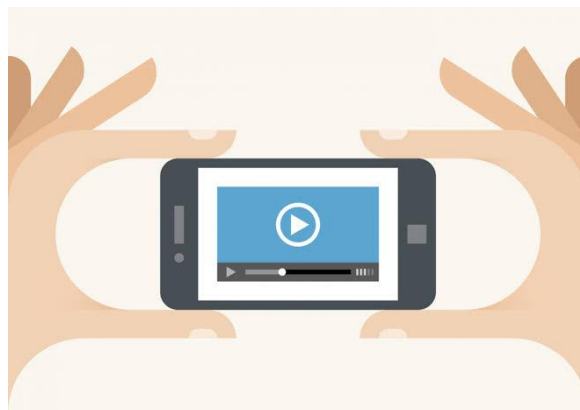
Top Reasons for Video Advertising

- ✓ Compared to TV, online video ads are more affordable
- ✓ Video marketing explains everything and fosters trust to make a purchase online
- ✓ A majority of consumers prefer video content to reading or talking to salesperson
- ✓ As mobile video consumption grows, capitalize on the video ad format to reach consumers

INTRODUCING

 **FrontlineDigital**™

VIDEO ADS



Video Marketing Effectiveness

- **94%** of video marketers say video has helped **increase user understanding** of their product or service.
- **84%** of marketers say video has helped them **increase traffic** to their website.
- **81%** of marketers say video has helped them **generate leads**.
- **80%** of marketers say video has **increased dwell time** on their website.
- **41%** of marketers say that video has helped them **reduce support calls**.

Call or email to schedule time to discuss how we can deliver your next display video campaign.

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