



## **Exponential launches proprietary video formats to provide single brand experience across multiple screens**

*Solves fundamental problem of brand consistency, targeting and scale due to proliferation of connected devices*

**London – 8 May 2015:** Digital advertising company, Exponential Interactive, today announced the launch of their proprietary, scalable video ad formats, VDX.

As consumer use of multiple digital devices grows, advertisers have struggled to provide a consistent brand message using video across multiple screens. Solving this for the first time, VDX is made available across multiple types of media – from in-page display, to tablet, smartphone and in-stream – providing the same brand experience across these devices to ensure full immersion and consistency for users at scale.

Furthermore, VDX ad formats take the advantages of television and video advertising and enriches them with the benefits of digital advertising – namely, the abilities to target consumers most relevant to a brand, and for them to choose to interact with the brand through an immersive video-centric experience.

VDX formats are entirely opt-in to provide consumers with non-intrusive, brand-positive interactions.

“Video is the most powerful vehicle to communicate a brand’s message,” said Doug Conely, chief strategy officer for Exponential. “However, when consumers lean forward and choose to engage with a brand’s video messaging, it is a much more positive, influential experience than the passive, lean-back experience that is typically associated with forced, non-interactive, one-way TV ads or pre-roll video.”

VDX is powered by Exponential’s platform which processes over 2 billion user events per day to segment consumers based on over 50,000 interests to identify those most likely to be receptive to the video content.

*Examples of Exponential’s VDX formats can be seen [in this video](#).*

### **Addendum**

Upon announcing VDX, Exponential has combined its display, mobile and in-stream divisions – formerly known as Tribal Fusion, Firefly Video, Appsnack and Adotube – to execute effectively across multiple screens.

**ENDS**



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**About Exponential**

Exponential Interactive delivers innovative advertising experiences that transform the way brands interact with audiences across desktop and mobile. Exponential's platform fuses one of the largest global digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and action. Creativity and audience insights form the foundation for building smarter, more relevant solutions for advertisers and publishers. Exponential was founded in 2001 and has locations in 22 countries. For more information, please visit [www.exponential.com](http://www.exponential.com).