

Does your brand disappear when your customers go online?



Extend local TV advertising to the Internet.

Easily Convert TV Spots into Online Video Ad

Turn your TV spots into high quality Xspots that play online and include components that enable viewers to interact with your ads.

Deliver Interactive, Targeted Advertising

Interactive components can spotlight local promotions. Geotargeting enables specific messages to be delivered to specific neighborhoods.

Gain Insight into Campaign Performance

Prescriptive metrics and insights delivered in real time through an informative online dashboard.

Reduce Total Cost of Online Campaign Execution

Zero-cost production of video ads that enable you take advantage of some of the most cost-effective online impressions.

Eliminate the Need for Special Resources or Training

An advertising workflow platform that dramatically simplifies the production, management and reporting of online advertising

Follow them or fade away.

You know as well as anybody, TV advertising doesn't reach consumers the way it used to. Although consumers devour more media than ever, their attention is fragmented and shorter. And their focus continually bounces from TV to Internet, channel to channel, and back again. If you want to connect with local consumers, your message has to be wherever their attention lands, TV and Internet.

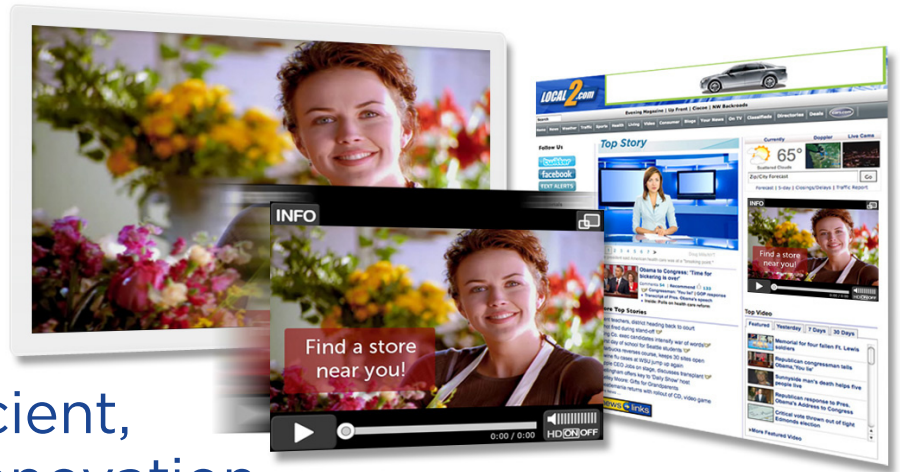
That's why extending your TV advertising to the Internet can be one of the most innovative advances you can bring to local advertising. That extension amplifies brands without introducing inconsistencies in creative or message. While your TV ads continue to move lots of local consumers emotionally, your Internet advertising will help you expand on that reach and initiate direct customer interaction. And when your local campaigns span both effectively, your cross-channel impressions can drive greater relevance, credibility and mind share with local customers.

It's not a "solution" if it gets in the way.

The last thing you need is a more complicated sale. You need a solution that eliminates all of the complexity of online advertising and expands the value you bring to your advertisers. The ideal solution mixes the best aspects of Internet and TV advertising in a way that bridges the gaps between national and local advertising, branding and response goals, and TV creative and interactive online ads. The ideal solution is affordable and easy to manage, so you can focus on media and results, instead of costs and complexities.

The ideal solution is Mixpo.





Mixpo enables efficient, affordable online innovation

The logical extension of TV advertising

Online video ads are the perfect complement to TV for creating awareness. They also drive engagement and move customers through the funnel, right to the store. Mixpo enables you to create, manage and monitor standout online campaigns that mirror your TV advertising. But Mixpo-powered ads also drive customers to respond to your message on the spot.

The opposite of “static”

Mixpo ads are called Xspots. An Xspot is a high quality video ad that is presented on a web page within a standard display ad frame, instead of a static banner ad. Xspots are based on the emotive content of their TV ad counterparts, but they also feature a number of interactive elements that drive engagement, generate leads, promote special offers and even enable viewers to share those offers with friends. And Mixpo makes it refreshingly easy to convert TV spots into Xspots.

“Nimble” means easier optimization

Xspots can also be customized, localized and modernized at any time for any market, to respond to any local business dynamic. And it takes only moments. Or you can rotate multiple Xspots through one ad tag for A/B testing and campaign optimization. In fact, Xspots can be used to quickly test TV creative, providing flexibility and optimization across your entire media plan. Local advertising demands a nimble solution. “Nimble” defines the Xspot.

A pretty revealing outfit

With traditional media, results are difficult to measure. But advertisers have gotten comfortable assuming that they’re working “well enough.” Mixpo, on the other hand, shows you your real results in real time. From the Mixpo Dashboard, you can monitor and review online campaign performance as it happens, and you can drill as deep as you’d like into detailed analytics to spot trends, spark ideas and identify opportunities. Xspots aren’t afraid to tell you exactly how well they’re performing.



The Mixpo Solution. Simple. Powerful. Complete.

A comprehensive platform

The Mixpo Platform is an integrated toolset that enables you to streamline video advertising workflow with a single online solution.

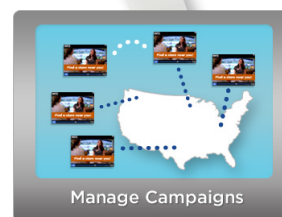
Produce Xspots

Start with existing TV spots, easily convert them to online video ads, and customize them with local messages, promotions and interactive components. Create different geotargeted versions, and even create different versions and promotions to see which produce the best results.



Manage Campaigns

Run Xspots in standard 300x250 units via a simple ad tag. Xspot video can be served by Mixpo or any other ad server. Easily make campaign updates (messages, creative, interactivity) that go live immediately and don't require re-trafficking.



Monitor and Report

Track real-time campaign performance in the Dashboard. Monitor and compare Xspot performance through impressions, engagement (including views, interactions, and clicks) and brand exposure. Access and customize PDF reports and dig even deeper with advanced analytics.



Xspot Specs

- > Format: 300x250 display ad unit
- > Interactive: Expandable, overlays, interactive components
- > Dynamic: Edit content and interactive components in real time
- > Targeted: Geo-targeting by zip code and other parameters
- > Compatible: Ad servers, including Open AdStream, DART (DoubleClick), APT (Yahoo), Mediaplex, AdBrite and others

The Xspot: Local. Interactive. Video.

- > Xspots are online ads that run in standard display inventory, but unlike static display ads, they're highly engaging.
- > Xspots are dynamic and interactive, but unlike rich media, they're easy and inexpensive to produce and update.
- > Xspots are visually and audibly impressive, but unlike TV ads, they include interactive graphics that drive direct response and can easily be customized for each local market and every new promotion.

Xspot Interactivity

- > Overlays link viewers to localized maps, coupons and promotions
- > Customized lead capture forms generate and qualify leads
- > Integrated calls to action make it easy for viewers to share the ad
- > Play modes, screen expansion, volume and other



Xspots are Geotargeted

- > One tag. Hundreds of dynamically generated location-based messages
- > Target specific messages and creative by DMA, zip code, area code and other variables
- > Localize national branding campaigns
- > Call out the nearest franchise, dealer, or retail location
- > Promote local offers, promotions and sales events
- > Capture local sales leads





Local customers.
TV moves them. Mixpo moves them forward.

Want to see how Mixpo can work for you?

Let's talk.

Visit us online at: www.mixpo.com/contact-us or Call: (888) 962-1110

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Forward. Motion. Mixpo.