

For Immediate Release:  
March 1, 2010

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## **Mixpo Transforms Political Campaigning with Dynamic Video Advertising**

Xspots affordably and simply extend television advertising online to reach campaign goals

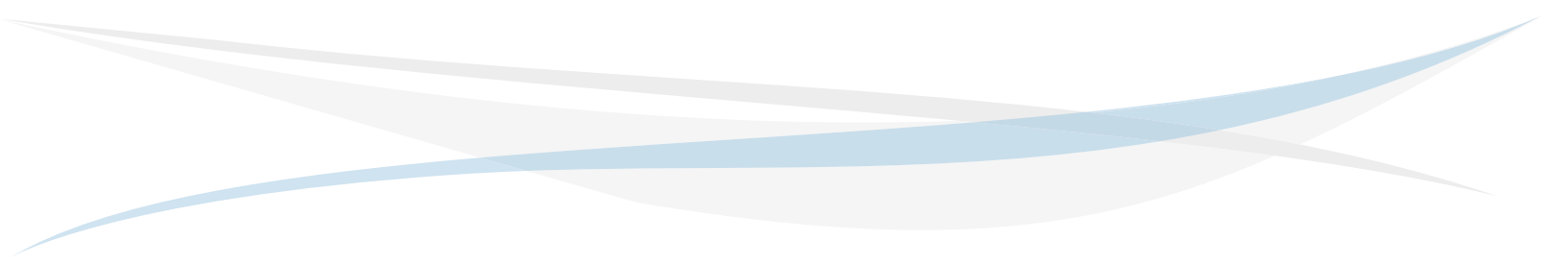
**SEATTLE – March 1, 2010** - Mixpo, a leading online video advertising technology company, today announced its dynamic video advertising solution designed to help political candidates and campaign committees more effectively reach and engage voters.

Utilizing technology that combines video and interactive elements, Mixpo's dynamic online video advertisements, or Xspots, expand campaign effectiveness by initiating direct voter engagement. With Mixpo's technology, campaigns are able to deliver Xspots which make use of existing campaign video, run on standard display inventory, are simple to execute and provide a way for campaigns to rapidly optimize online advertising.

"Dynamic video advertising is a cost-effective way for political campaigns to easily extend TV campaigns online and engage voters in a targeted manner," said Anupam Gupta, CEO of Mixpo. "This evolution in political advertising will help candidates get the most out of their advertising budget while driving unique insights and results."

Spending on political advertising is expected to reach new levels this year. According to a Borrell Associates report released last month, political advertising spending is projected to hit \$4.2 billion in 2010. However, the report estimates that just one percent of that amount will be dedicated to online advertising. Gupta challenges that projection.

"If online political advertising, which has been used for more than a decade, was still just about boring banner ads and blue text links, one percent might make sense," said Gupta. "However, if candidates follow the example of recent successful campaigns by harnessing the power of TV, that projection could turn out to be quite low."



Innovative campaigns, including Scott Brown for U.S. Senate, have already effectively used the Mixpo solution to capture voter attention. With Xspots, campaigns use targeted video advertising with custom overlays to add interactivity to video advertising. In addition to allowing voters to contribute or sign up to volunteer for the campaign, Mixpo has now released features specifically designed for political campaigns. Those include:

- The ability to conduct a viewer poll in the advertisement to gauge voter sentiments.
- Telescoping capability which allows voters to go deeper to find more information about a specific issue or watch an additional video within the same ad.
- A social media toolset including connections to Twitter and Facebook, as well as sharing and blogging tools to help build the campaign's following.
- Auto-optimization of key messaging and imagery throughout a campaign to deliver better performance.

Because Mixpo Xspots can be changed at a moment's notice, campaigns have a new way to rapidly respond to a charge from opponents and breaking news in order to keep fresh messages in front of key voters. Further, Mixpo's deep analytics and reporting capabilities make it very simple to track, measure and optimize online advertising performance to eliminate waste.

"Online video is a powerful way to communicate. Mixpo enabled us to effectively persuade many of our targeted voters," said Rob Willington, strategist for Scott Brown for U.S. Senate. To see a case study about how Scott Brown's campaign utilized Mixpo in his upset win in the Massachusetts U.S. Senate race, visit [www.mixpo.com/political](http://www.mixpo.com/political). At the site, you'll also see the Xspots from Scott Brown's race and the other Mixpo-produced dynamic online video advertisements.

### **About Mixpo**

Mixpo is the leading provider of dynamic video advertising solutions for media companies, agencies and advertisers. Marrying the power of TV to the relevancy and accountability of the Web, Mixpo delivers a comprehensive display advertising solution. This includes a highly interactive video ad unit, a dynamic decision-making engine and an easy to use campaign management console. The result solves real marketing problems and simplifies the process of delivering the right message to the right audience at the right time. To find out more about Mixpo, visit [www.mixpo.com](http://www.mixpo.com).

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