

# AdoTube launches initiative enabling brands to execute video campaigns across multiple media at no set-up cost

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12 Sep 2013

AdoTube, the Exponential-owned in-stream advertising specialist, announced it will offer select customers the option to run its superior in-stream ad units.

On any media network or publisher at no additional cost. The business decision reflects a booming industry demand for ad transparency, standardization and affordability, according to Steven Jones, chief strategy and operations officer of AdoTube.

AdoTube's new initiative will bring immediate efficiencies by:

Eliminating production costs, set-up costs and greatly reducing ad serving costs.

Maximizing branding opportunities and driving engagement by enabling advertisers to run rich interactive in-stream creative across all platforms.

Providing measurement and insights for all metrics in and outside the AdoTube publisher network.

"The biggest challenge and opportunity advertisers face is elevating their video advertising to drive brand awareness, engagement, intent, and even conversion...all while maintaining cost efficiency," said Jones. "Brands, customers and creative teams are facing increasing mark-ups on ad serving and creative costs which takes away from the dollars spent on media. We are in a unique position to offer rich media solutions in a more effective and cost conservative manner than advertisers have grown accustomed to."

AdoTube customers utilizing the new initiative will have access to the following in-stream video units, which are all IAB compliant (VAST & VPAID):

- > Inside-Out-Roll™
- > In-Stream Takeover™
- > Polite Pre-Roll®

The offer, available to all current and future premiere US AdoTube customers, is effective immediately.

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