

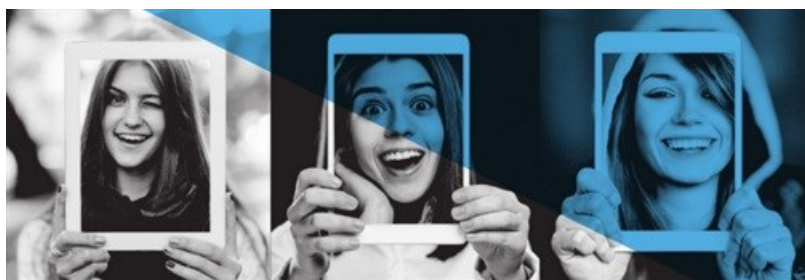
# Meaningful marketing in 2016 and beyond

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With 2016 coming to a close, one cannot help but reflect on the year gone by - its challenges, its highlights, the moments of collective clarity.

2016 has been a big year for the advertising industry, with tectonic shifts happening on a seemingly daily basis. From the rise of new engaging technologies like VR, AR and live streaming, to the increased application of machine learning, to the growth of video viewership and video ad spend, there has been no shortage of activity to inspire marketing innovation.



*Meaningful Marketing with Exponential*

With all the new opportunities and technologies available to us, how do we ensure that marketing continues to remain meaningful in 2017?

At Exponential, we will continue to promote the importance of consumer-centric solutions. This means getting brand messages out, while simultaneously inviting people in. This means that creative is 100% user initiated, 100% viewable, and that above all impressions served leave positive, indelible impressions on consumers.

By fusing together creative and Big Data with a "Mad Men" and "Math Men" approach, respectively, we support advertisers in amplifying their messages to audiences that matter. When viewers see ads that are tailored to them, this is the beginning of a meaningful relationship with a brand and the key to meaningful marketing.

Earlier in 2016 Exponential commissioned a study comparing interactive video ads to standard banner and pre-roll video ads. The interactive video ads were found to significantly impact a viewer's brand perception and increase purchase intent. An invitation to engage with video advertising is more than just a gateway to compelling experience; it can be valuable real estate in itself when optimally designed.

So, what will 2017 bring? How could Exponential help you in 2017?

## About Exponential

Exponential Interactive delivers innovative advertising experiences that transform the way audiences interact with brands 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 performance. Creativity, data and audience insights form the foundation for building smart and relevant brand engagement and brand performance solutions for advertisers and publishers. Exponential was founded in 2001 and has locations in 22 countries. For more information, please visit [www.exponential.com/en-za](http://www.exponential.com/en-za)

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