

Engaged Views

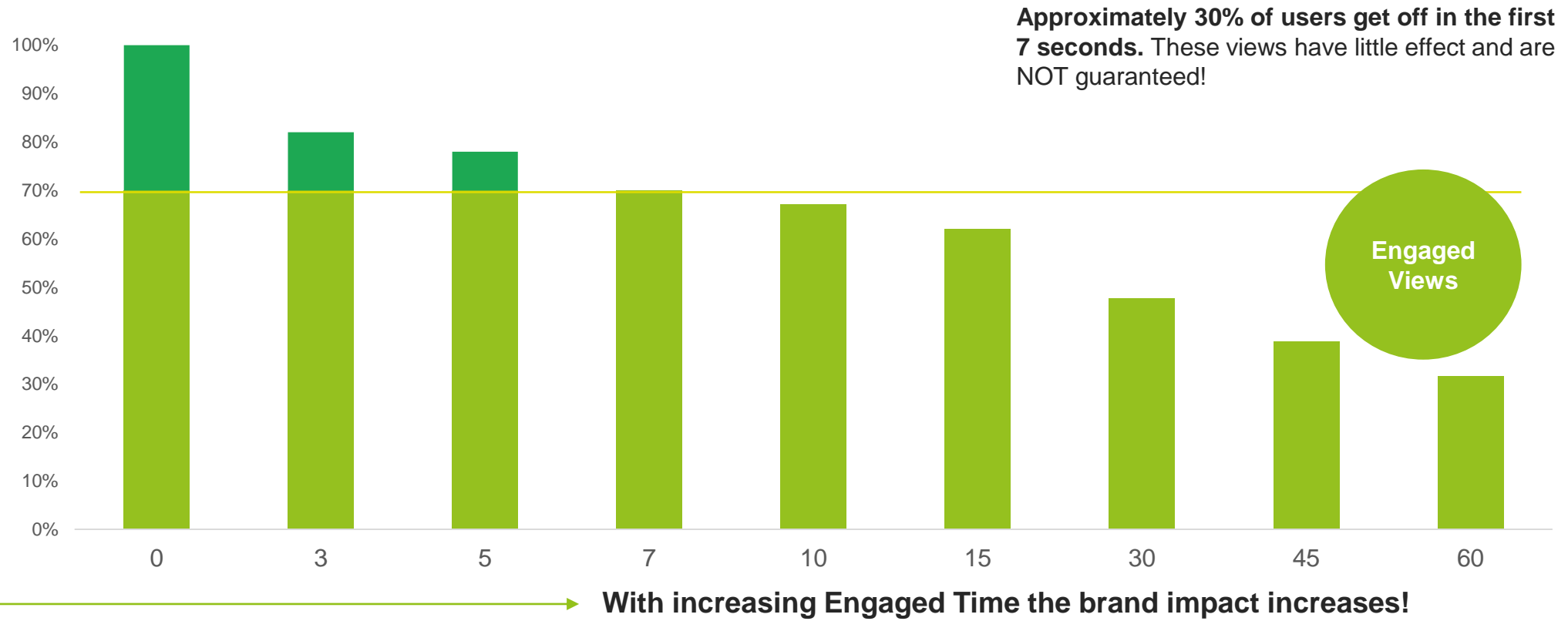
Our new currency for branded content



Time Matters!

From classical view to engaged view

Average history of the views on branded content



Source: database Nudge: Evaluation of the data of all recorded Branded Contents International, Period: Jan-Aug 2018

Engaged Views

We establish a new currency for branded content

We're extending our previous guarantee:

views with a guaranteed verifiable brand effect, i.e. with a contact duration of at least 7 seconds



Average Engaged Time, i.e. an average dwell time of at least 1 minute



ENGAGED VIEW GARANTIE

bookable for all branded content campaigns

DER IMPACT DER ERSTEN / SEKUNDEN



71% of people surveyed rated the content as conspicuous and competent. The increase is 12% higher than with a contact duration of 5 seconds.



Brand awareness increased by 4.6% and was thus 70%.



Positive emotions such as optimism and good mood are conveyed at 70 percent of the people surveyed.



The Top-of-Mind Awareness is 36% (+10% increase compared to 5 seconds contact duration).



Each second would look for further information about the brand or visit the corporate website.



The willingness to buy increases by +26%. The increase is 12.2% higher than with a contact duration of 5 seconds.

The full effect...

...for your campaign.



BurdaForward