Engaged Views

Our new currency for branded content
**Time Matters!**

From classical view to engaged view

Average history of the views on branded content

- Approximately 30% of users get off in the first 7 seconds. These views have little effect and are NOT guaranteed!

With increasing Engaged Time the brand impact increases!

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

bookable for all branded content campaigns

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.