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"A **VIEW** FROM THE TOP"

FEATURING LON OTREMBA, PRESIDENT & CEO



INSIGHT INTO B2B MARKETING TRENDS, KEY INSIGHTS FOR MARKETERS AND PREDICTIONS FOR 2014

Would you mind sharing a brief background on Bidtellect as well as your future growth strategy?

John Ferber, founding Chief Product Officer of Advertising.com, founded Bidtellect in 2011 and assembled a team of veteran Internet ad tech pioneers with experience at media giants including Advertising.com, CNET, AOL, Millennial Media, PointRoll, and IAC. The aim has been to bring the industry the kind of sophisticated technologies, tools, and expertise they have become accustomed to with display advertising, and deliver them in the rapidly growing Native advertising ecosystem. We've already launched the first fully functioning Native DSP, open Native exchange, and Native SSP, all accessible via our managed service team or fully programmatically, and all already running at substantial scale. Our goal is to provide all Native buyers and publishers a single, powerful platform to manage all things Native. As more and more brands shift away from display and embrace Native, we are seeing tremendous growth. Our tech stack is second to none and whether you want buy through our managed service or programmatically, we're ready. We are already seeing 200 million Native auctions each day on our exchange; by early next year we will be seeing 5 billion.

Briefly describe Bidtellect and how it fits into the media landscape?

We're singularly focused on Native advertising, which is a rapidly growing ecosystem. We've created a fully developed, scalable, end-to-end solution for advertisers; we have a Native DSP, an open Native RTB exchange, and a Native SSP. We can access hundreds of thousands of Native supply sources using a single platform, and we can execute the three most popular types of IAB-identified Native ad formats – Content Recommendation, In-feed, and In-ad, as well as three kinds of Native video. Looking back for a moment, the banner advertising ecosystem has evolved greatly over the past 15 years, as technology and innovation have been thrown at it unendingly, which has enabled huge scaling, better yield optimization, better targeting, a whole host of capabilities in fact, none of which has been able to overcome the fundamental fact that consumers don't engage with display ads very much. As Native approaches have caught on, we wanted to bring the same level of advanced technologies, reporting, and sophistication to bear on Native, since that is ultimately what consumers are demonstrating they will engage with and where advertisers are experiencing real pain as they lack the tools and capabilities to scale their Native campaigns.

How is Bidtellect different from other native platforms / solutions?

Our approach, first and foremost, was to develop all of our technologies and solutions for advertisers to be able to access all possible Native solutions using a single platform. That means we built a very advanced tech stack that enables the three most popular IAB identified Native ad units, plus video. All units can access big-scale Native supply sources, through an open RTB Native exchange, and are able to run Natively in those supply sources, and it can all happen programmatically. That combination of capabilities in Native is quite unique today.

What opportunities does Bidtellect offer to marketers to connect with their audience?

Bidtellect is the only open, real-time bidding platform and the industry's first Native Ad marketplace. Our technology saves time and creates scale, automatically reformatting content for each ad unit – regardless of platform. Using carefully crafted native headlines and images, the Bidtellect platform optimizes campaigns toward assets most likely to resonate with the consumer paired with interest-matched placements. Advertisers simply set a budget and goals, and the Bidtellect team does the rest.

Have you seen a big shift in how content is being consumed by both the B2B and B2C audience?

Absolutely. The biggest shift – actually more of a revelation – has been both audiences' acceptance of sponsored content, and the fact that they prefer it to standard ads. Several studies have shown sponsored content and editorial are nearly equal, and another study showed almost 20% greater purchase intent than banner ads. The Content Marketing Institute estimates that 58% of B2B and 60% of B2C marketers intend to increase their content marketing budgets in the next year as Native Ads quickly become the de facto ad format on mobile and other social formats. Native Advertising has become a core component of the growth of digital advertising as a whole and Native paired with social media continues to play a huge role in how content is consumed. In fact, Bia/Kelsey predicts that by 2017, 40% of the \$11 billion ad spend in social media will be in Native formats.

What is your advice for marketers in this age of digital content? Does it change how they should be thinking about content creation?

First, as the saying goes, content is king, so it is important that brands begin to think more like publishers. What I mean by that is that their content (like any effective publisher's) needs to be credible, engaging, and enticing. If the content helps consumers make better purchase decisions and also feel closer to the sponsoring company, that, in turn, translates to higher click through rates and ultimately moves the needle in terms of awareness and sales. Second – and perhaps more importantly – if content is king, scale is King Kong, particularly in today's digital landscape. My advice to marketers is to develop effective content that will engage consumers, and amplify that content using platforms like ours to create scale. All publishers need to build audience, and brands are no different.

Finally, if you have advice for a CMO for 2014 what would it be?

My advice for CMOs is to familiarize themselves with, and utilize, Native Advertising if they want to see real results and expand their brand. Native Advertising enables brands to build upon the loyal audiences and great content they already have and it is growing at a staggering rate - per dollar spent, Native Advertising generates more than three times the number of leads as paid search (Bia/Kelsey). As a result, 66% of agencies and 64% of marketers intended to spend money on Native Ads in the next six months (IAB, January 2014). The data is there, the evidence that Native Ads work is there, and the companies which are able to integrate and implement Native within their marketing efforts will reap the benefits.

ABOUT LON OTREMBIA



In January 2014, Bidtellect welcomed Lon Otremba as its Chief Executive Officer. With over 20 years of experience in media, Lon is a veteran operating executive and adviser in the internet publishing, mobile, and broadcast music industries and a well-known pioneer in interactive media. As CEO, Lon is responsible for overseeing the overall strategy and growth of the company. Since joining the Bidtellect team, Lon has already made tremendous progress in positioning the company as a leader in the emerging native advertising field. Lon has developed key strategic messages to ensure Bidtellect is on the path to becoming the largest and most successful solutions provider bringing advertisers and publishers together on the most technologically advanced and efficient platform utilizing native advertising formats. Prior to joining Bidtellect, Lon was CEO, North America of Beintoo SpA, a mobile engagement technology company based in Milan, Italy. He joined after selling them a portfolio of mobile ad technology products he helped develop and patent while he was CEO of Tylted, a social gaming community on the mobile web. During his time at there, Tylted's games grew into communities where millions gathered and connected on their mobile devices. Tylted attracted more than 10 million unique monthly visitors, and more than half a billion page views, each month. Tylted was sold early in 2013. Before joining Tylted, Lon served as Chairman and CEO of Access 360 Media, expanding its digital TV network to stadiums and entertainment venues worldwide. Prior to Access 360, he served as CEO of Muzak, guiding the company's transformation into the world's largest provider of commercial music services. Before that, he served as Executive Vice President of AOL's Interactive Marketing Group, shaping the media giant's online advertising strategies and successfully directing a comprehensive, aggressive evaluation and re-build that helped to re-establish AOL as a leader in interactive media, create alignment in their sales and operations teams, and re-start revenue growth. Lon was also the founding COO and President of Mail.com, and before that the founding EVP of CNET Networks. Over the course of his career he has served on a number of corporate and industry boards, including the Executive Committee of the IAB. He is a frequent commentator on interactive marketing and operating strategies.

ABOUT Bidtellect

Native Intelligence

Bidtellect was created with one game-changing mission – to facilitate efficiency in Native Ad buying, selling and delivery across the web. Our team of developers has built a revolutionary Real-time Bidding (RTB) platform that allows brands to activate Native Advertising campaigns at scale. Whether you're a Native Ad publisher looking for RTB platform integration, or an advertiser interested in deploying a multi-channel Native Advertising campaign, the Bidtellect team is here for you. www.bidtellect.com

ABOUT JUSTMEDIA

Just Media was founded in 1995 in London, England before opening its doors in San Francisco in 1996. Today, we've moved into bigger spaces, opened new locations and added more staff, all in service of your business. Our heritage and core is technology marketing, but we don't live in this box. Our success stems from expanding into diverse markets and handling campaigns domestically and internationally for leading brands. Our planning is more creative because it's grounded in hard-won experience across these markets. And our approach is more global because we bring in media experts from the countries you're running in so we can negotiate well, deliver quickly and have the benefit of being truly local. This means that no matter which audience you need to reach, we can help you do it and do it successfully. www.iustmedia.com

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