

## The Power of Video

With more competition for customer attention than ever, the need to build an intelligently-targeted audience has never been greater. Putting your message out to the right people in the right medium is key to driving audiences and maximizing ROI. In today's modern world, the key to reaching audiences is to reach them where they are, in their favorite places, when they're most receptive to being entertained. As a medium, video is increasing exponentially in its reach and influence as audience interest increases and the barriers to entry for producers and content creators decrease. With bandwidth costs falling, streaming video may soon overtake traditional broadcast; in today's fast-paced world, your audiences, especially Millennials and other early-adopters, aren't sitting at home watching TV - they're watching video on their computers, tablets, or other mobile devices. They're multi-tasking, watching videos on the go. As the hurdles to direct video distribution and audience development fall away, tools like AmpLive have emerged to build out the infrastructure you need to create a niche audience.

## Going Live: Video Evolved

All the advantages of video as a medium are amplified by going live. Where online video piques audience interest, Live Video grabs hold and won't let go. Live Video creates the type of magic, unforgettable moments that go viral and capture national or international attention. Think about the most memorable moments in sports, news, and award shows. What do they have in common? They all happen LIVE. Live Video provides the opportunity to engage deeply and interact with audiences in ways that were once impossible. By shifting from large, broad audiences to more niche distribution, you can create the kind of content that aligns with audiences who are receptive to your message and will give you the most attention, both on-demand and in real time, ultimately drive conversion to maximize your bottom line.

## Challenges with Live Video

Thanks to falling bandwidth and production costs, the expense of creating Live Video is comparable to traditional VOD production. Live Video does, however, present some unique challenges for content creators. First, it's live: creators have one shot, one take, and one chance to deliver content someone is willing to engage with, pay attention to, and share. With so much on the line, it's critical to have an experienced team to help understand what your goals are upfront. Are you trying to build a brand? Drive action? The answers to these questions will steer your production and distribution decisions. Once you've determined your goals, you must decide how you will drive an audience to your content. Gone are the days of simply creating content, upload it, and wait for your customers to engage. The Internet is bursting at the seams with content, with more added every day, and competition for eyeballs is fierce. The key is delivering your content to those who are most receptive to your message.

## **AmpLive: Distribution Demystified**

While the challenges associated with Live Video may seem daunting, AmpLive can help you overcome them. We do this, in part, by helping build live audiences and helping you gather actionable data to use in real-time. AmpLive helps you deliver your content to the people who want it the most. In a world with unlimited customer choice in content, getting your content discovered and shared faster means greater opportunity for conversion on your distribution dollars, and gives you an opportunity to earn more media, shares, downloads, and inquiries. AmpLive partners with the best web destinations and streaming providers to deliver your live content to viewers in their environment, where they are most receptive to receiving messages from marketers, and on their preferred devices. We help you deliver your highly valuable content to the right audience in the right place at the right time for deeper engagement and higher conversion. Connecting viewers to content is just the beginning. AmpLive captures actionable data to deliver against many types of goals, from maximizing tune-in, generating leads for your sales team, or driving product demand. By connecting the dots to the right people and effectively building audiences, AmpLive can collect the right data to make your broadcast actionable. The worst nightmare for any broadcaster is to attract a million viewers to your event, only to walk away with nothing. AmpLive protects against this scenario by delivering an actionable audience and identifying brand ambassadors, as well as determining who is likely to convert and which content is effective at capturing audiences. How do we do this? With a brand-new technology called Attention Retargeting.

## **Attention Retargeting: Driving Content Distribution At Scale, in Real-Time**

AmpLive's patent-pending Attention Retargeting technology allows content creators to distribute their content at scale, to the right audience, and then retarget that audience with relevant messaging, all in real-time. Implementation is fast and easy, and in moments you can have a tuned-in audience watching and engaging with your event on any device, across thousands of distribution channels. This kind of visibility is crucial, but is only one piece of the puzzle. Like other retargeting solutions, ours is also able to follow a user from one web site and find them on another. Attention Retargeting puts an innovative spin on this concept by applying it to live video, enabling you to understand viewer behavior and extract the highest-value viewers and then use that data to find them when you feel most relevant. Our technology tracks a viewer's behavior during the broadcast and continuously measures the most important, actionable metrics - how much time viewers are spending, how much attention they are giving your content - and tracks interest. Attention is the new golden currency for marketers, and being able to graph and use that data to make

decisions on how to retarget to convert is critical. How much attention is a potential viewer giving you, and is it worth pursuing for a conversion? We break down customer data pools, looking at time spent, actions taken, and interest in content being presented. Now your marketing ask can be personalized, and the retargeting unobtrusive. Attention Retargeting allows you to look at social shares and ask customers to share your content and/or message within their network, and also helps drive improvements to content by providing insight into when your broadcast is losing viewers. When combined with interest, Attention Retargeting is a powerful tool to identify better content creation, better retargeting messages, and stronger funnel activity. With this data at your fingertips, you can easily target your brand ambassadors, social sharers, and potential customers, and retarget accordingly, exponentially driving ROI from your broadcast and closing the circle from creation to distribution to conversion. You've already won them over with your content, they've showed interest, AmpLive's attention retargeting brings them across the finish line to convert into a customer.