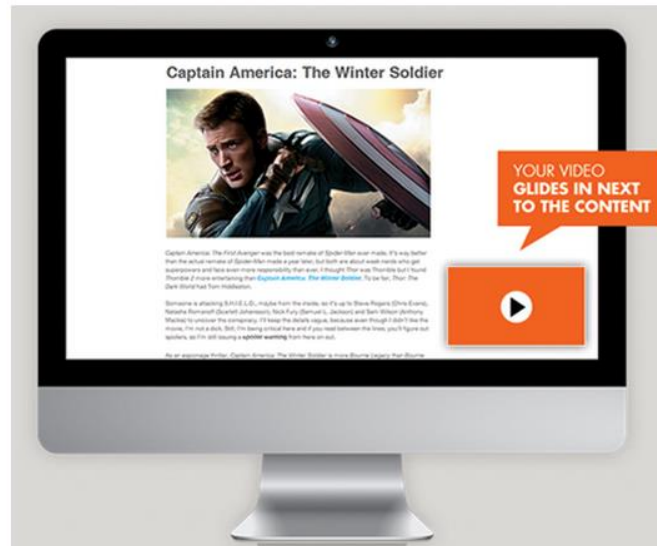


Evolve's New Ad Unit Won't Charge Unless Viewers Watch It for 7.5 Seconds

Sahil Patel / Oct 14, 2014



Evolve Media continues to make strides in making sure that a “viewable impression” on any of its sites actually means that a human being — and not a bot — watched the video ad.

In July, the company, which owns “enthusiast” publishing networks CraveOnline and TotallyHer, unveiled INgage, an expandable ad format that embeds a video player within the text of an article. The video only appears and plays when a user scrolls over the section of the article where it’s located — and disappears once it’s out of view.

Generating 35-40% completion rates early on, according to Evolve’s co-founder and president Brian Fitzgerald, the unit was the first in a “long line” of video and display viewability solutions being developed by the publisher.

The latest: INglide, a unit that’s similar to INgage, but instead of a video player appearing in between the text of an article, INglide’s player “glides out” from the right side of the page. INglide is sticky, in that it will remain in-view as the user scrolls down the page, until he or she chooses to close the ad. While an auto-play ad, the video remains muted unless the viewer hovers above it for more than a second.

Advertisers only pay if an ad is watched for at least 7.5 seconds, said Evolve. (That’s practically unheard-of in an industry where the viewability standard is half of the video player being in-view for a couple of seconds.)

“Viewability and engagement are of paramount concern to our clients,” says Fitzgerald. “INglide allows us to deliver pre-roll and branded entertainment to consumers that are actually engaged with the content they love.”

INglide is both VAST and VPaid compliant, and is available across Evolve’s publishing network, which has a reach of more than 100 million monthly “in-view impressions,” the company said.