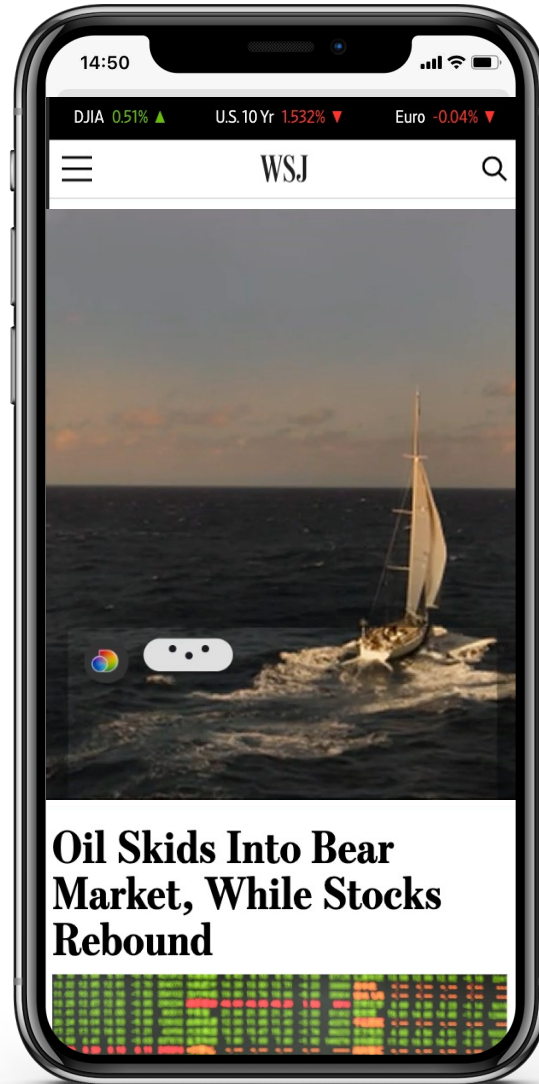


CHATBOT: INCREASE ENGAGEMENT WITH TWO-WAY COMMUNICATION



Trusted Globally

700+ Customers

40+ Markets

6 Offices

CHATBOT

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700+ Customers

40+ Markets

6 Offices

VIDEO WITH INTERACTIVE CHATBOT FOR INCREASED ENGAGEMENT

Chatbot ads increase engagement by showcasing video together with a chatbot that responds based on the answers chosen

Features

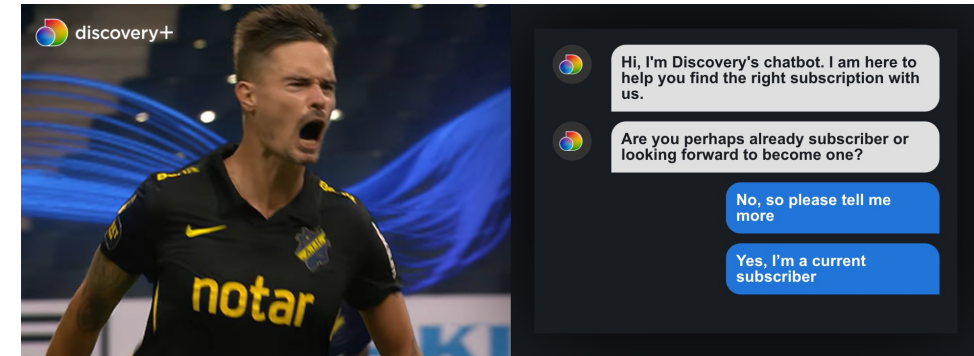
- Include up to 30 seconds of informative video in HD quality
- Video for branding effect and chatbot for engagement
- Possible to have one unique click-out URL per outcome

Effects

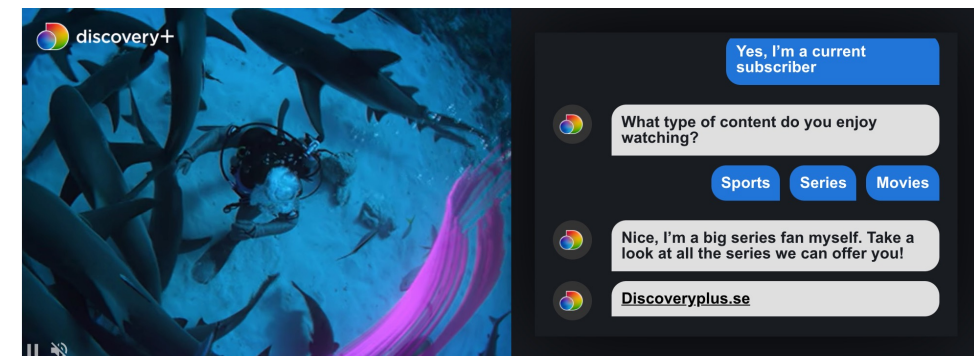
- Increase brand affinity and intent to engage outside of display
- Drive user interactivity by enabling two-way communication
- Improve conversion by adapting the CTA based on the answers

Planning Guidelines

- Recommended for larger formats: 970x250, 300x600, 320x320, 320x400
- No file-size restrictions on video assets
- Free creative adaptation (see creative specification on next page)



The chatbot will ask new questions depending on the answer that is chosen by users and will ultimately result in an outcome based on previous answers



CHATBOT

CREATIVE SPECIFICATION

What to Send SeenThis

Material	Comment
- Video(s)	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit)
- Logo	.eps, .svg or .png
- Font	.otf, .ttf or .woff
- Graphic Guidelines	Your brand guidelines and colors
Directions	Comment
- Announcement	Maximum 80 characters per announcement. Maximum 2 announcements.
- Questions	Maximum 60 characters per Question. Maximum 2 Questions.
- Answers	Maximum 30 characters per Answer. Maximum 3 Answers per Question.
- CTA Outcome	Maximum 20 characters per CTA Outcome.
Tracking	In order to track clicks and conversions on specific outcomes, make sure to include a click tracker for each outcome

Step by Step What SeenThis Does

The screenshot shows a chatbot interface with a video background of a couple on a cliff at sunset. The chatbot messages are:

- Announcement 1:** "Hi, I'm Discovery's chatbot. I am here to help you find the right subscription with us."
- Question 1:** "Are you perhaps already subscriber or looking forward to become one?"
- Answer 1A & B:** Two blue buttons: "No, so please tell me more" and "Yes, I'm a current subscriber".

An orange arrow labeled "Video" points to the video background.

SeenThis takes your video together with your statements, questions and answers and creates a chatbot that users interact with to reach a personalized CTA outcome

The screenshot shows a chatbot interface with a video background of a man in a tuxedo. The chatbot messages are:

- Question 2:** "What type of content do you enjoy watching?"
- Answer 2A, B & C:** Three blue buttons: "Sports", "Series", and "Movies".
- Announcement 2:** "Nice, I'm a big series fan myself. Take a look at all the series we can offer you!"
- CTA Outcome:** "Discoveryplus.se"

An orange arrow labeled "Video" points to the video background.

After interacting with the chatbot, users get a feeling that they have reached their own desired outcome – increasing purchase intent and brand affinity

INTERACTIVE:
INCREASE ENGAGEMENT
BY EXPLORING MORE
CONTENT

Trusted Globally
700+ Customers
40+ Markets
6 Offices



INTERACTIVE

VIDEO WITH INTERACTIVE FEATURES TO EXPLORE MORE CONTENT

Interactive ads increase engagement by letting users explore more content with interactive features

Features

Includes up to five videos (one per interactive icon)

Use icons for each video for intuitive exploration by users

Possible to have one unique click-out URL per icon

Effects

Drive user interactivity by enabling exploration of content

Increased engagement thanks to several videos

Improve branding effect with interactivity

Planning Guidelines

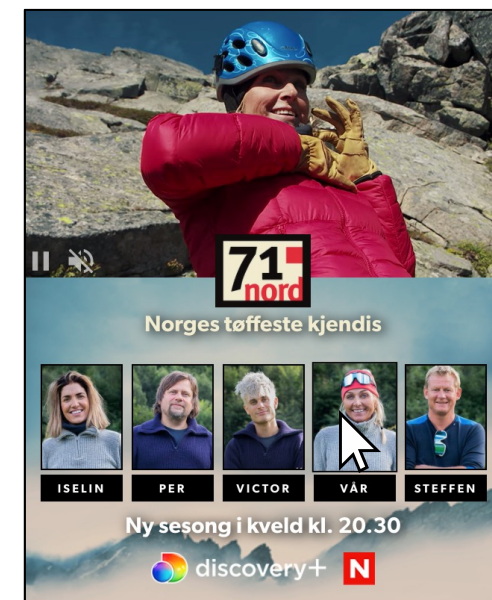
Larger mobile & desktop formats, e.g., 970x250, 300x600, 320x400

No file-size restrictions on video assets

Free creative adaptation (see creative specification on next page)



When hovering on icons the video jumps to corresponding video segment



Reference 1: <https://play.seenthis.co/preview/teG8rmwpg>

Reference2: <https://play.seenthis.co/preview/fQKSOrSuo>

INTERACTIVE

CREATIVE SPECIFICATION

What to Send SeenThis

Material

- Video(s)

Comment

Deliver 1) finished 30 sec video with max five segments (6 seconds each) stitched together, or 2) max five video segments that SeenThis stitches together to 30 sec video

- Logo

.eps, .svg or .png

- Font

.otf, .ttf or .woff

- Graphic Guidelines

Your brand guidelines and colors (inc. color codes)

Directions

- Copy

Comment

Max 40 characters copy

- Call-to-Action

Maximum 20 characters per CTA. SeenThis will add one CTA per product

- Layout Template

Instructions of where and when to place graphics—preferably with a reference image or video (minor HTML5 animations, such as copy transitions and hover effects, are possible)

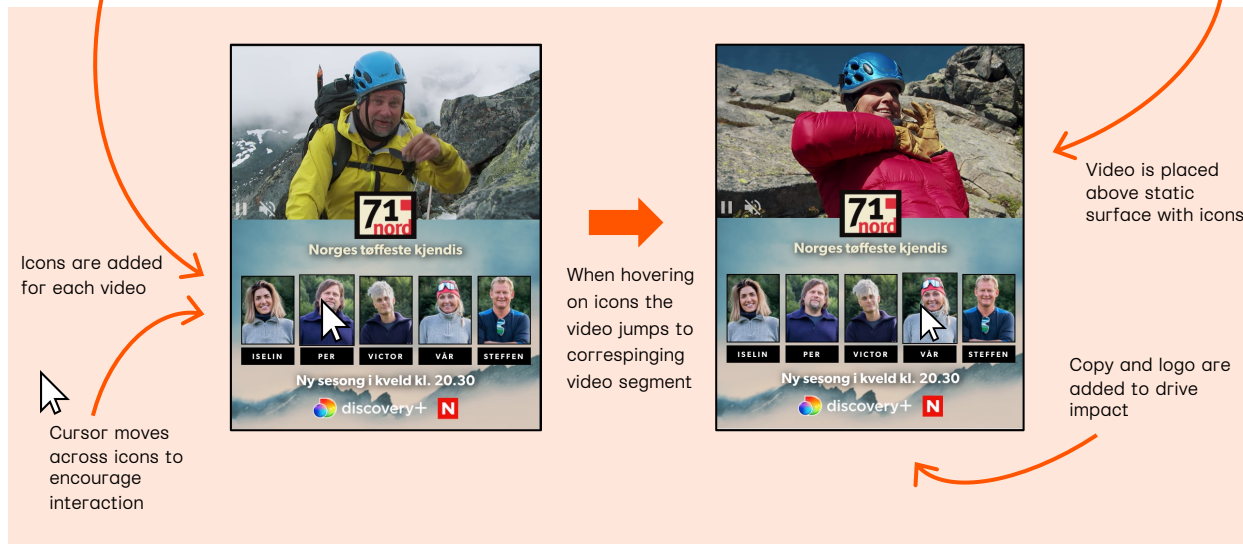
Tracking

In order to track clicks and conversions per icon, make sure to include a click tracker for each icon (if desired)

Step by Step What SeenThis Does



SeenThis merges the segments into one single video, and ads a static surface with an icon for each video that starts that video segment when hovered upon



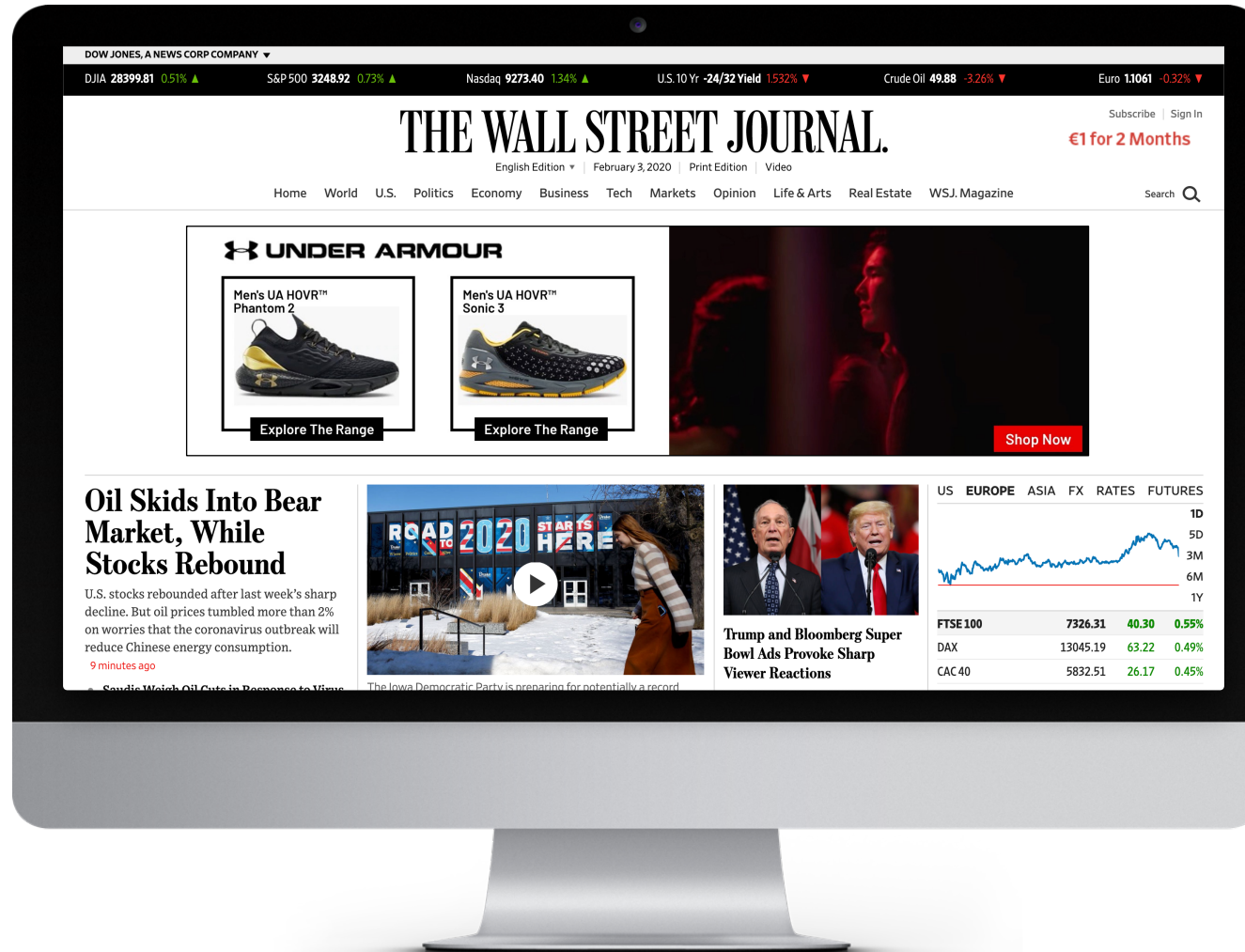
SHOPPABLE: INCREASE ENGAGEMENT BY EXPLORING PRODUCTS

Trusted Globally

700+ Customers

40+ Markets

6 Offices



SEENTHIS

SHOPPABLE

Trusted Globally

700+ Customers

40+ Markets

6 Offices

VIDEO WITH INTERACTIVE PRODUCTS FOR INCREASED PERFORMANCE

Shoppable ads increase engagement by showcasing video together with products that can be explored further

Features

Include up to six products that can be explored when clicked or hovered

Combine with video to enhance ad performance

Possible to have one unique click-out URL per product

Effects

Drive intent to purchase with shoppable ads

Increased engagement thanks to interactivity

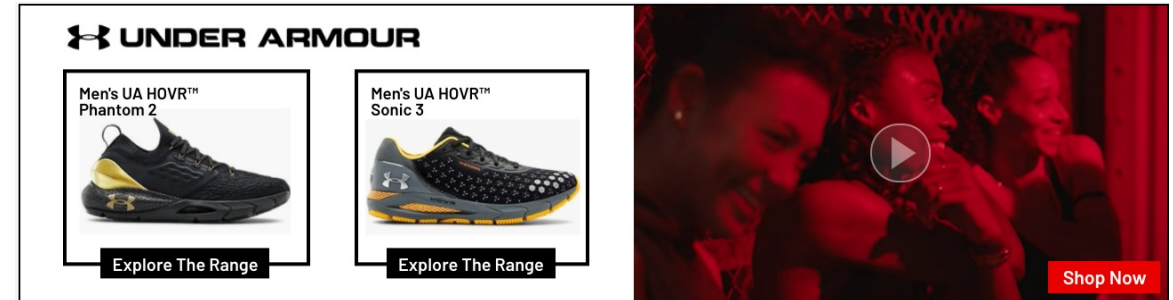
Improve conversion with video supported product discovery

Planning Guidelines

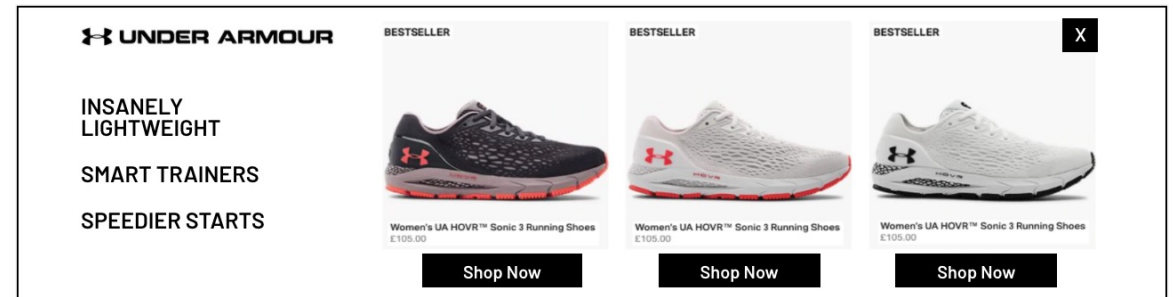
Larger mobile & desktop formats, e.g., 970x250, 300x600, 320x400

No file-size restrictions on video assets

Free creative adaptation (see creative specification on next page)



When clicking on “Explore The Range” customers see the full range in the ad unit



Reference 1: <https://play.seenthis.co/preview/8Gu5DNILF>

Reference 2: https://play.seenthis.co/preview/l_TN5Lk_K

Reference 3: <https://play.seenthis.co/preview/tzwWdbn9W>

SHOPPABLE

CREATIVE SPECIFICATION

Trusted Globally

700+ Customers

40+ Markets

6 Offices

What to Send SeenThis

Material	Comment
- Video(s)	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit)
- Product Images	6 unique images maximum. The images must be delivered in the same size and as transparent png.
- Logo	.eps, .svg or .png
- Font	.otf, .ttf or .woff
- Graphic Guidelines	Your brand guidelines and colors (inc. color codes)

Directions	Comment
- Product name, copy and pricing	Maximum 40 characters per product
- Call-to-Action	Maximum 20 characters per CTA. SeenThis will add one CTA per product
- Layout Template	Instructions of where and when to place graphics—preferably with a reference image or video (minor HTML5 animations, such as copy transitions and hover effects, are possible)

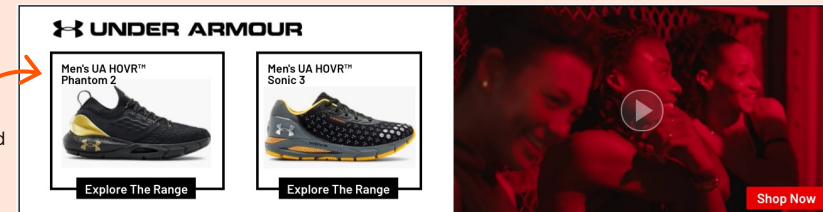
Tracking	Comment
	In order to track clicks and conversions per product, make sure to include a click tracker for each product

Step by Step What SeenThis Does



UNDER ARMOUR

SeenThis takes your video and proceeds to build a static surface with the product information you have delivered (product images, logo, product name etc.)

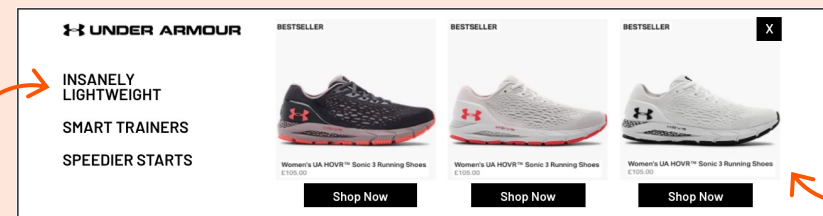


Product name and image (maximum two products on first page)

Shop Now

CTA

Clicking on one of the two product lets you showcase three more sub-products:



General copy can be added

Product information and pricing can be added, with one click-out for each product

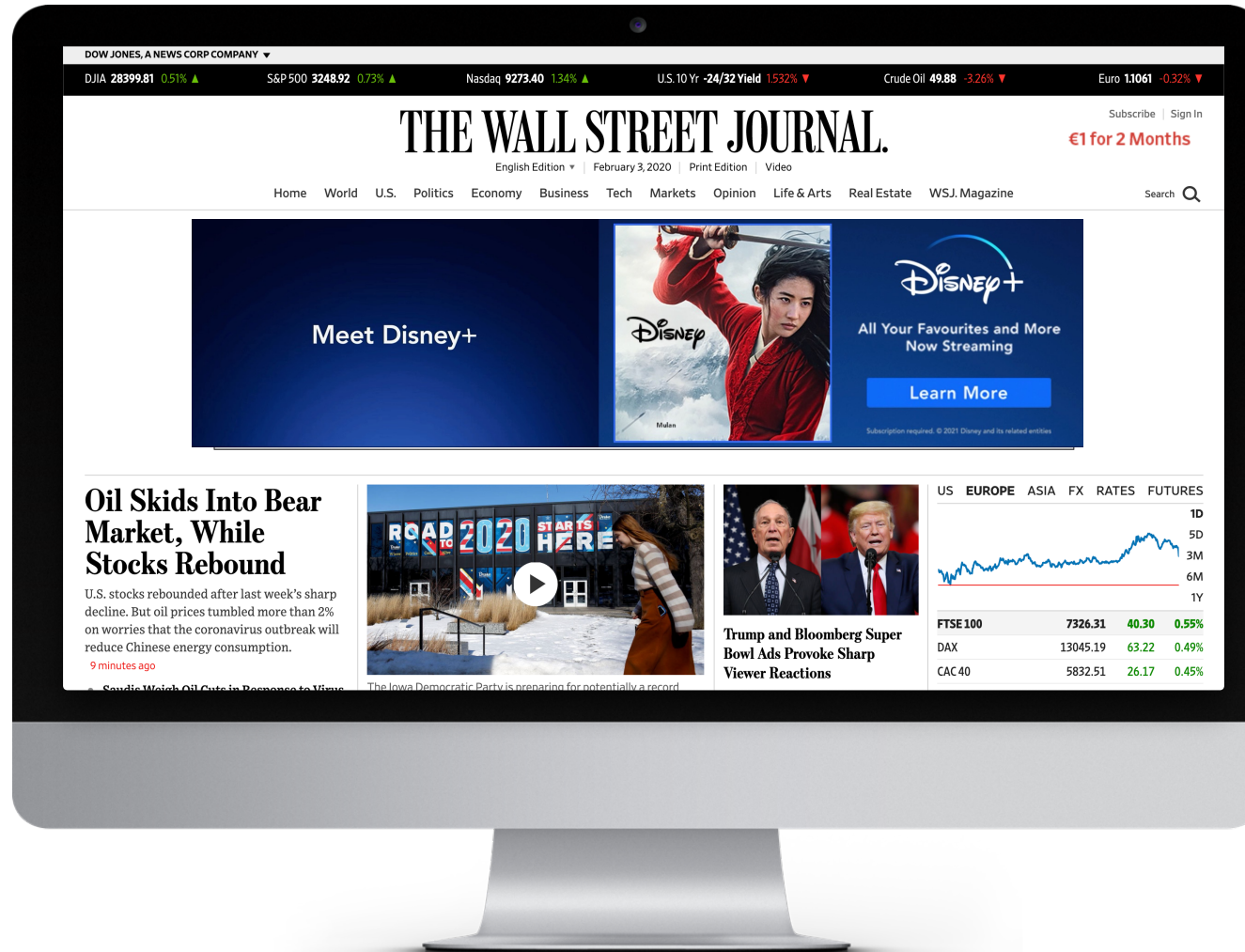
CAROUSEL: INCREASE ENGAGEMENT BY SHOWING MORE PRODUCTS

Trusted Globally

700+ Customers

40+ Markets

6 Offices



SEENTHIS

CAROUSEL

VIDEO WITH PRODUCT CAROUSEL FOR INCREASED ENGAGEMENT

Carousel ads increase engagement by showcasing video together with a product carousel

Features

Include up to six products that rotates in carousel

Combine with video to enhance ad performance

Possible to have one unique click-out URL per product

Effects

Drive intent to purchase by displaying more products

Increased engagement thanks to carousel

Improve conversion with video supported product discovery

Planning Guidelines

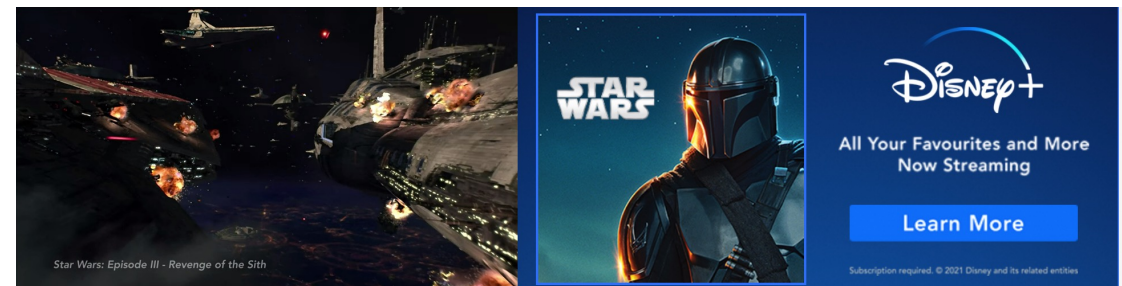
Mobile & desktop formats, e.g., 970x250, 300x600, 300x250, 320x400

No file-size restrictions on video assets

Free creative adaptation (see creative specification on next page)



Carousel automatically toggles between product pictures & information



Reference 1: <https://play.seenthis.co/preview/4ukEhFsfS>

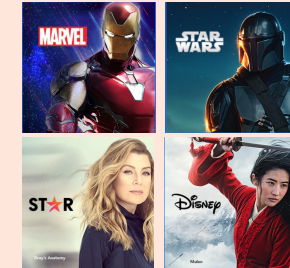
CAROUSEL

CREATIVE SPECIFICATION

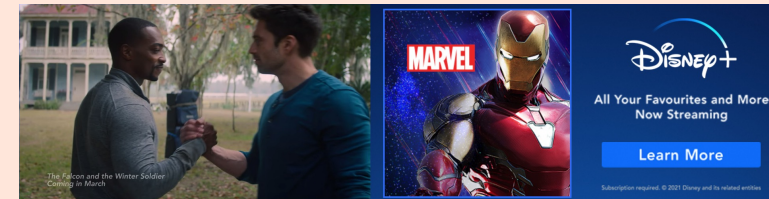
What to Send SeenThis

Material	Comment
- Video(s)	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit)
- Product Images	6 unique images maximum. The images must be delivered in the same size and as transparent png.
- Logo	.eps, .svg or .png
- Font	.otf, .ttf or .woff
- Graphic Guidelines	Your brand guidelines and colors
Directions	Comment
- Product name, copy and pricing	Maximum 40 characters per product
- Call-to-Action	Maximum 20 characters per CTA. SeenThis will add one CTA per product
- Layout Template	Instructions of where and when to place graphics—preferably with a reference image or video (minor HTML5 animations, such as copy transitions and hover effects, are possible)
- Carousel Specs	Choose between vertical or horizontal carousel and time between product images
Tracking	In order to track clicks and conversions per product, make sure to include a click tracker for each product

Step by Step What SeenThis Does



SeenThis takes your video and proceeds to build a carousel with the product information you have delivered (product images, logo, product name etc.)



A static surface with copy can be added to fit the carousel images into the ad unit and include a CTA

The ad unit automatically rolls between product images in the carousel in a time interval of your choice

