SEEN THIS

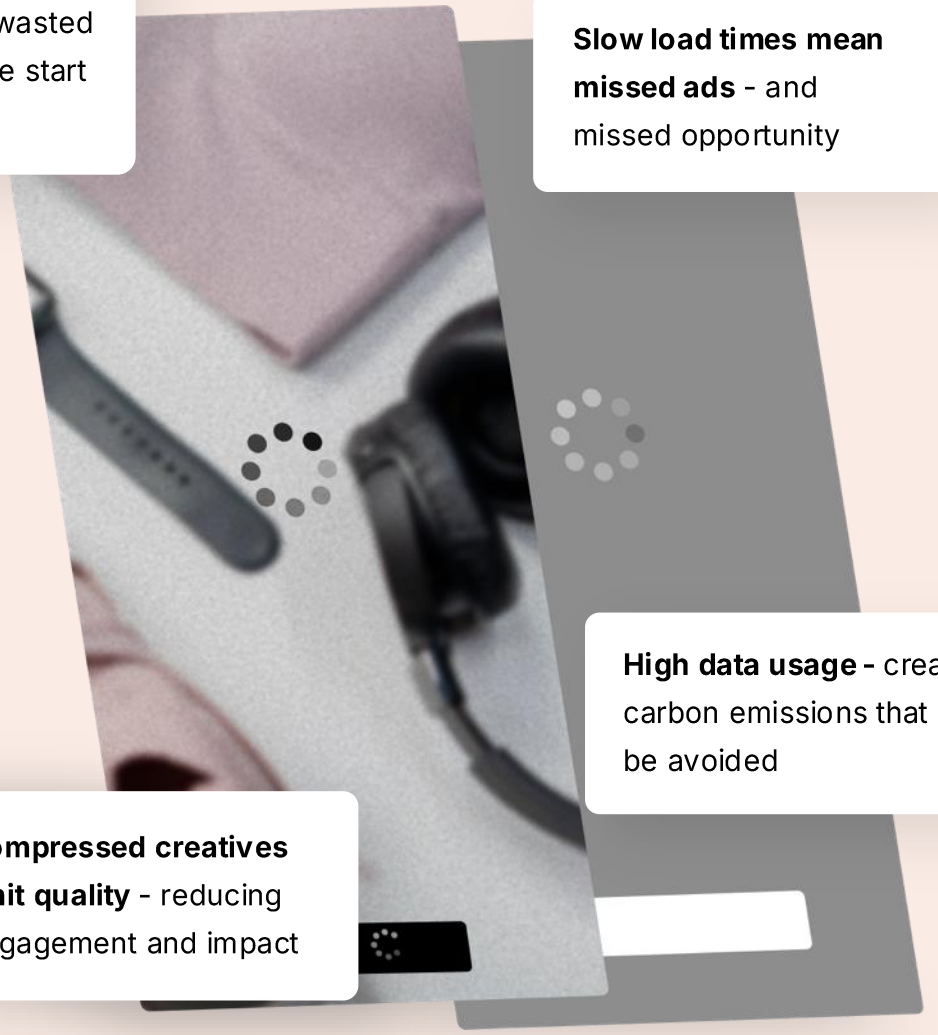
Better ads, Less waste.

Performance without the trade-offs

Presented by: Marcela Oguntoye | Partnerships Director

Brands are wasting $10+ Billion every year due to poor quality and slow load times

Source: Haymarket Media Group



Impressions that are never seen - wasted spend from the start

Slow load times mean missed ads - and missed opportunity

High data usage - creates carbon emissions that can be avoided

Compressed creatives limit quality - reducing engagement and impact

SEEN THIS

The old model is *broken*

Advertisers waste budget. Publishers lose value. Users get poor experiences. And the environmental cost keeps rising.

Bound scale

Proprietary systems and bespoke integrations limit reach and inflate CPMs

Slow delivery

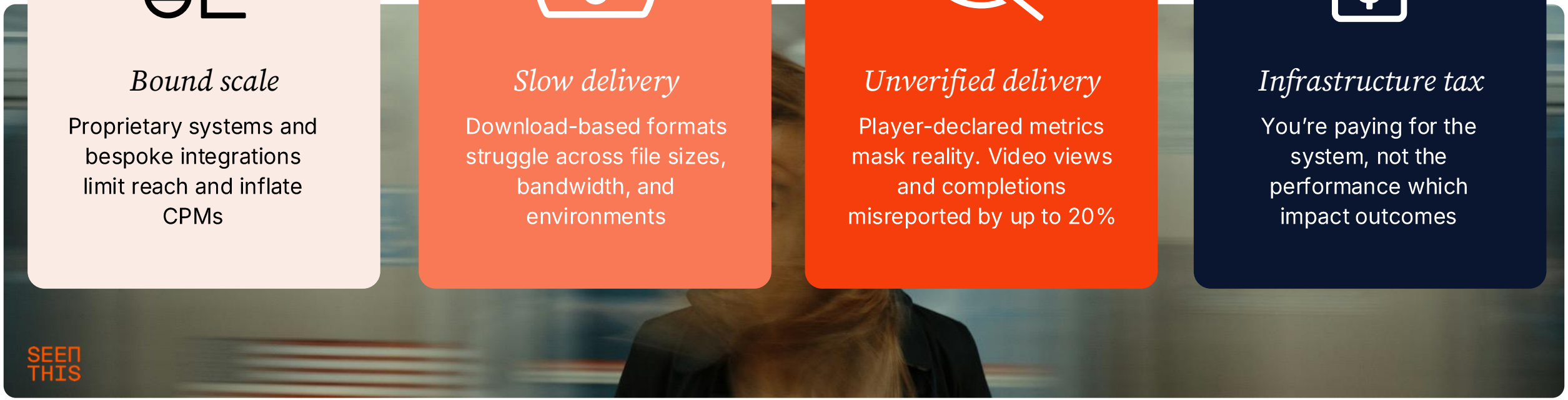
Download-based formats struggle across file sizes, bandwidth, and environments

Unverified delivery

Player-declared metrics mask reality. Video views and completions misreported by up to 20%

Infrastructure tax

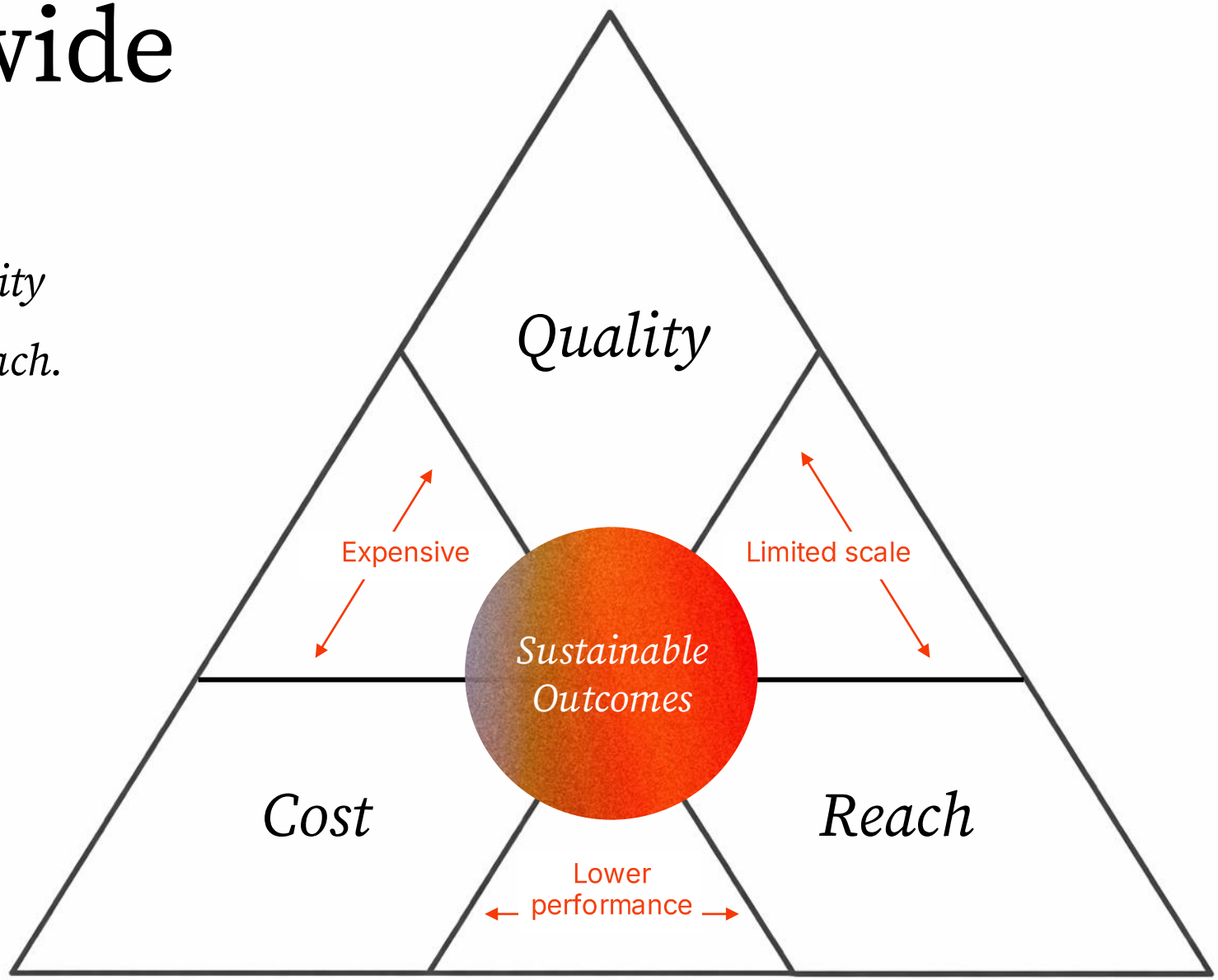
You're paying for the system, not the performance which impact outcomes



SEEN THIS

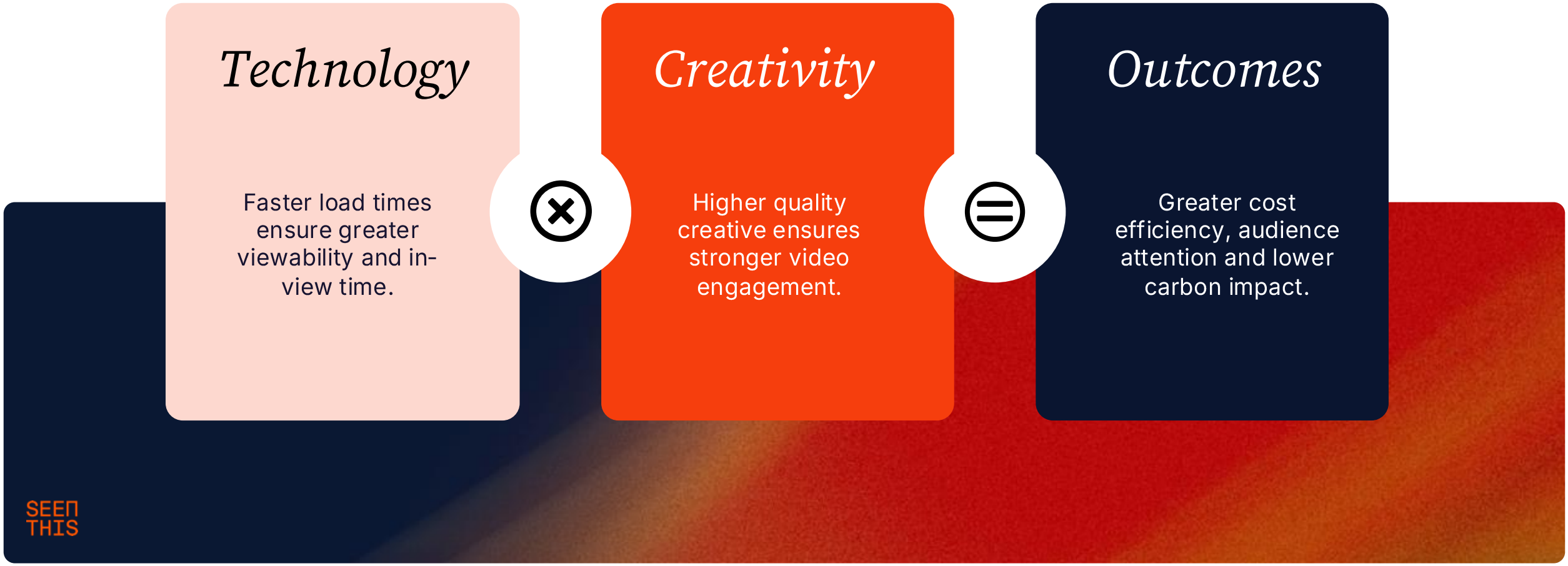
The industry-wide *trade-off*

- Want more reach? *Sacrifice quality*
- Want better quality? *Sacrifice reach.*
- Want both? *Increase cost.*



SEEN THIS

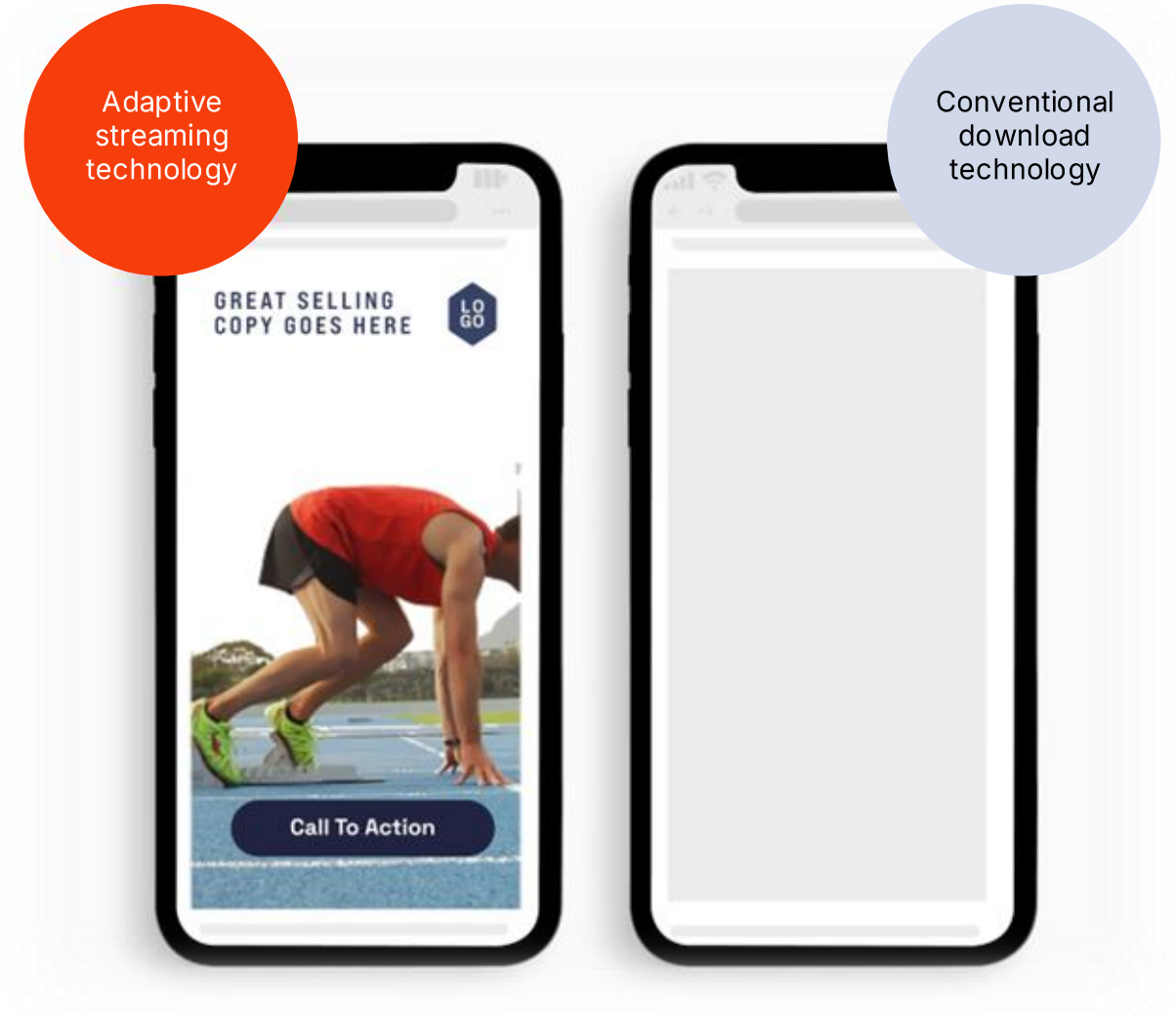
Smarter Media without the compromise



Introducing Adaptive Streaming

Streaming rather than downloading to a publisher page, supercharges delivery of premium video to any user, on any device.

- ***Instant creative delivery**, ensuring impressions are seen*
- ***Unrivalled quality** tailored to device, browser and connection*
- ***No file size limits,** unlocking high-impact creative at scale*
- ***Fully compatible** with all major platforms*



SEEN THIS

Massive reach. Maximum impact. *Unrivalled efficiency.*

Reach *audiences*

60% of digital attention lives on the open web. SeenThis lets you reach it at scale.

No creative *boundaries*

Stream your best video programmatically. High quality. Instantly loaded.

Unmatched *efficiency*

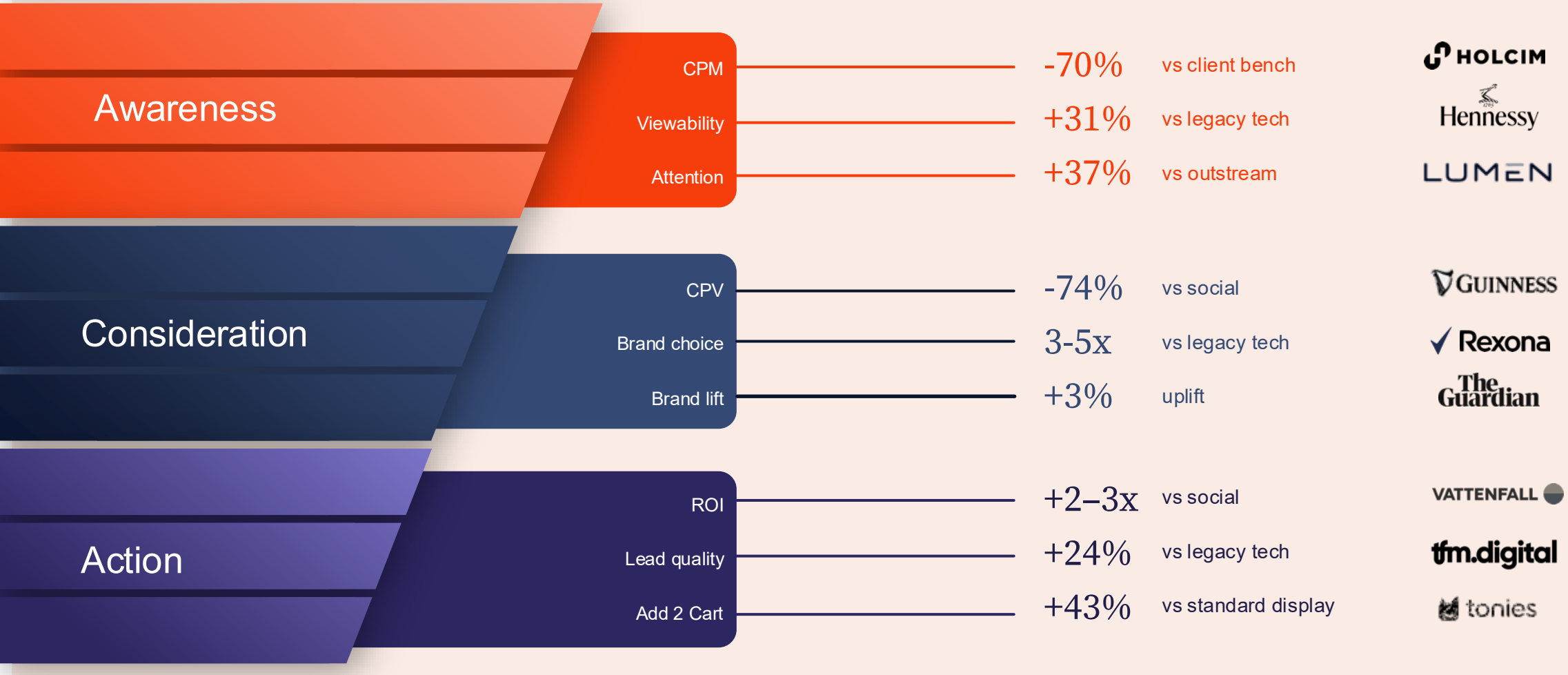
Up to 70% lower cost than traditional video – without sacrificing quality.

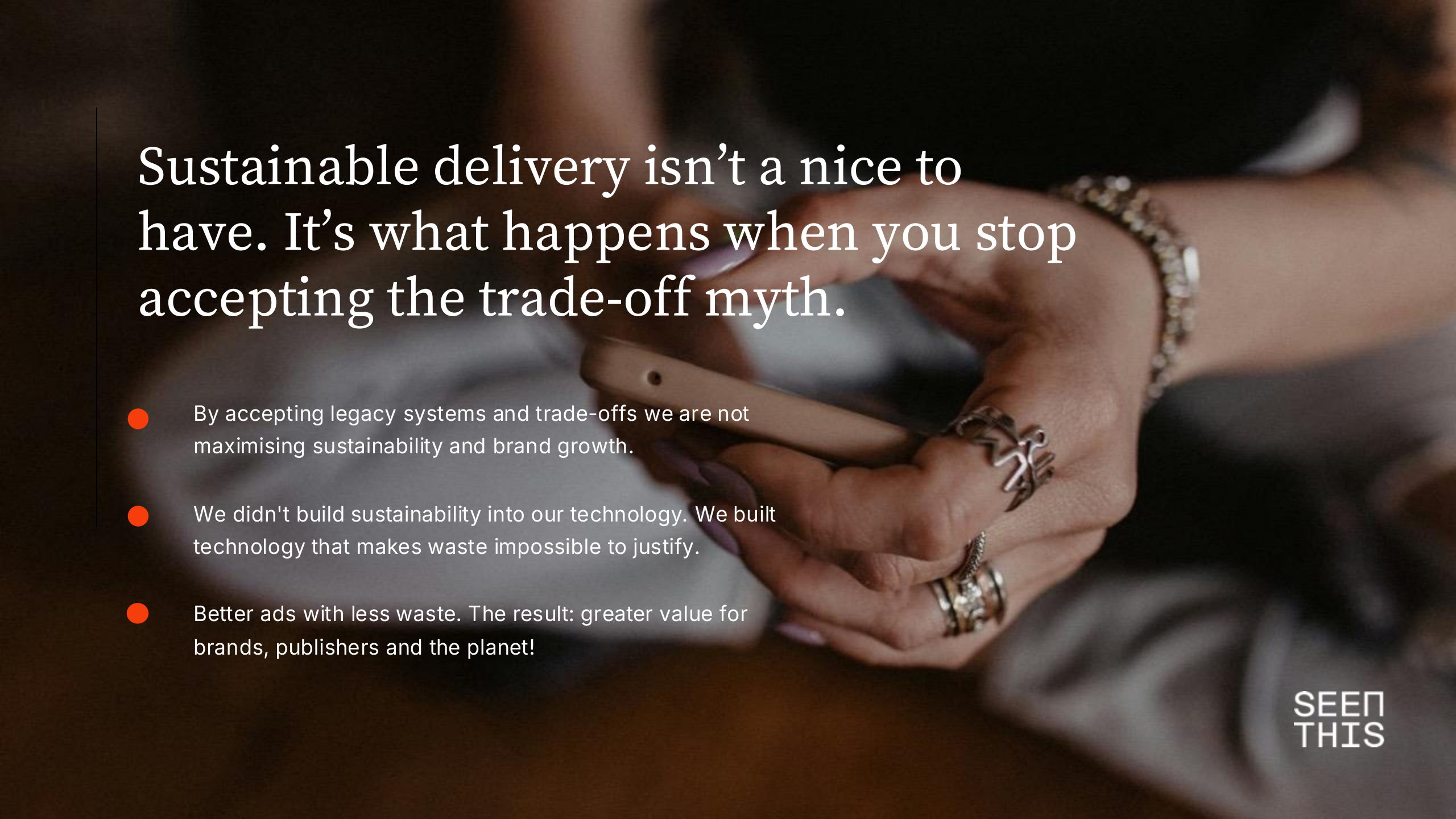
Unrivalled *outcomes*

Better video performance incl., completion, in-view time and attention for your media budget.



Technology for *every KPI*





Sustainable delivery isn’t a nice to have. It’s what happens when you stop accepting the trade-off myth.

- By accepting legacy systems and trade-offs we are not maximising sustainability and brand growth.
- We didn't build sustainability into our technology. We built technology that makes waste impossible to justify.
- Better ads with less waste. The result: greater value for brands, publishers and the planet!

SEEN THIS

Turning *attention* into *action*

Relevant benchmarks: Social, Outstream, OLV/SVOD/CTV

Carlsberg Sverige

dentsu

88%
brand awareness increase

+6 points, above the +4.5 category bench-mark, on a brand 8 in 10 Swedes already knew

3.4x
the attention of static banners

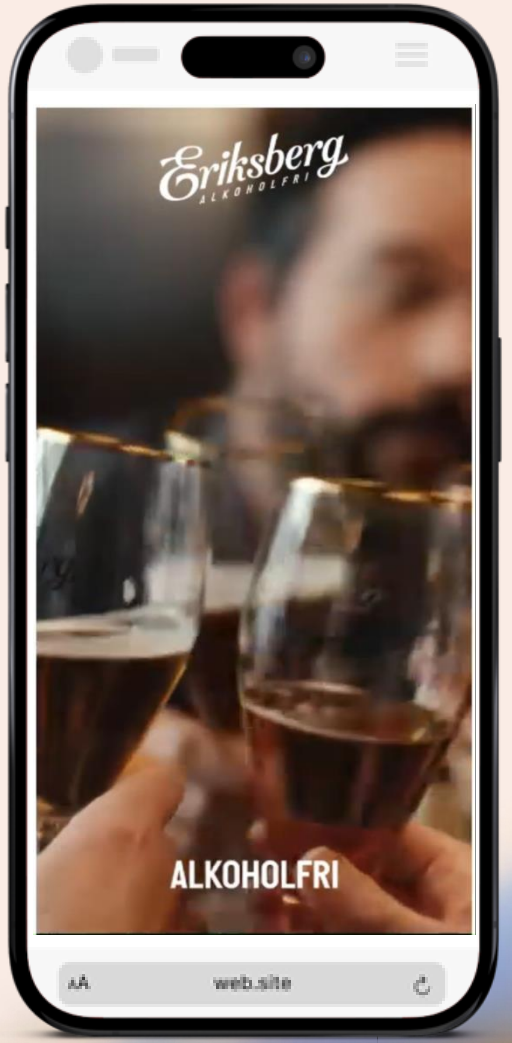
45% above outstream video

4x
the attention of Lumen's Instagram benchmark

Measured in attentive seconds per 1,000 impressions

3.9
seconds average view time per view.

Average view time per view. About 3x Lumen's benchmark for social feeds



See previews

"We've found the sweet spot: high attention, big reach, and great creative delivered through the perfect digital technology. This really makes all the difference for a lot of our brands."

Karolina Hülphers, Head of Media & Integrated Brand Communication, Carlsberg Sweden

Attention that cuts through. *At scale.*

Relevant benchmarks: Social, Outstream, OLV/SVOD/CTV

Hennessy

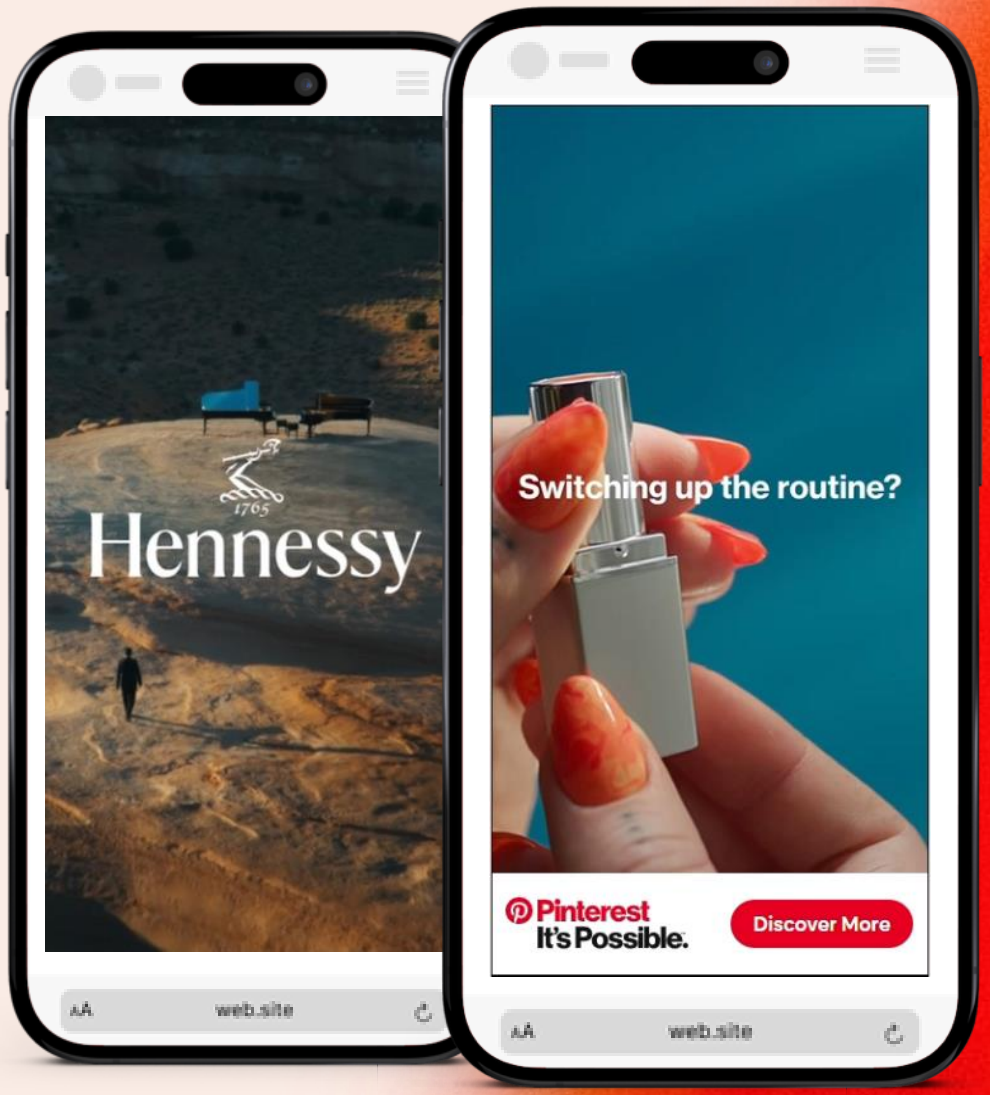
+31%

Increase in viewability vs non-ST banners

Pinterest

+1.7x

Increase in attentive seconds vs legacy tech



Consideration

Meaningful engagement *beyond* first glance.

Relevant benchmarks: Social, Outstream, OLV/SVOD/CTV

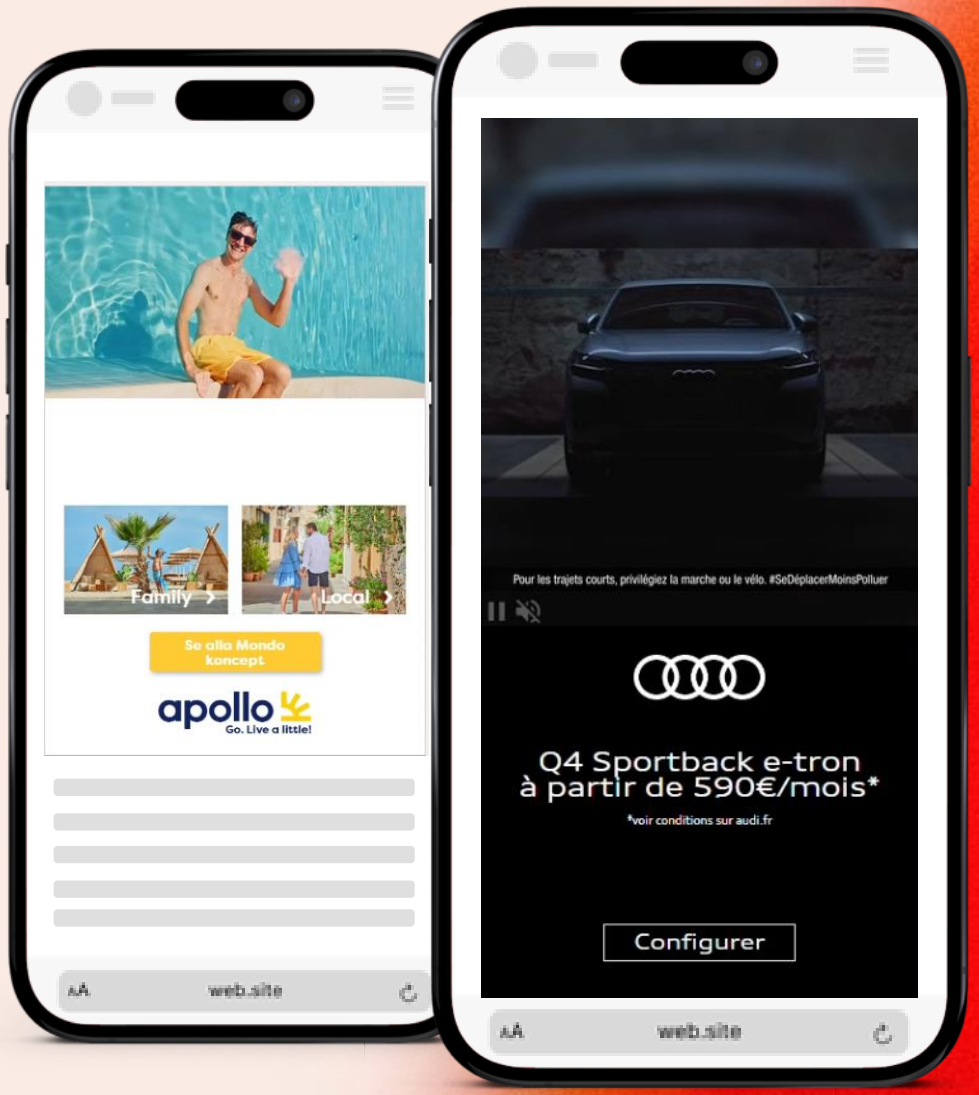
apollo

+45%

Higher CTR vs always on HTLM

-67%

Lower CPC vs previous campaigns



Measurable action. *Efficient ROAS.*

Relevant benchmarks: Social, Outstream, OLV/SVOD/CTV

tonies®

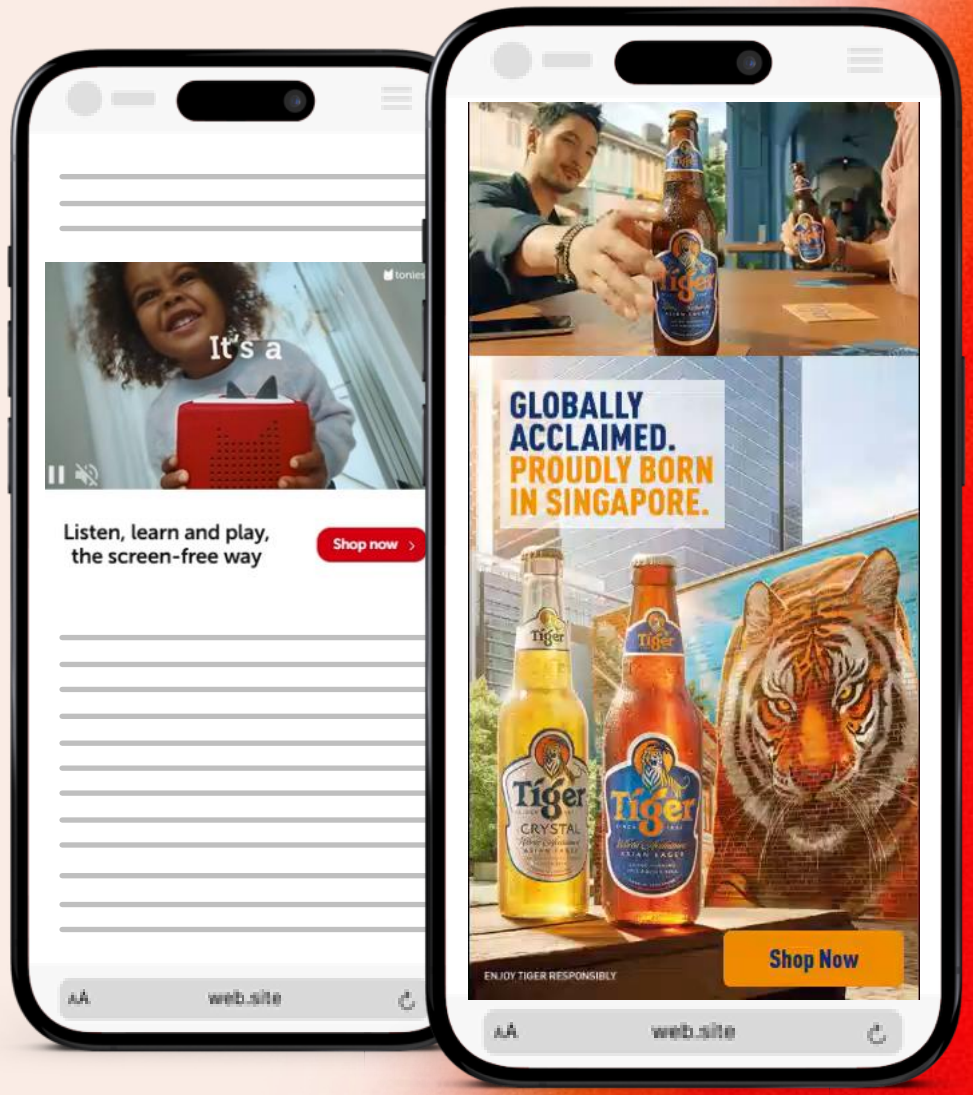
+43%

“Add-to-cart” actions vs standard display

Tiger SINCE 1932

+15%

Increase in sales during campaign period



SEEN THIS × MITSUBISHI MOTORS

Automotive, performance

Mitsubishi and PHD saw significant CTR uplifts with SeenThis hybrid banners

Mitsubishi has always seen great results from video advertising, but video is expensive and can have low reach across the open web.

Using SeenThis adaptive streaming Mitsubishi and PHD were able to deliver video at massive scale to a low display CPM price point, delivering significant performance results across the campaign.

See previews | See previews

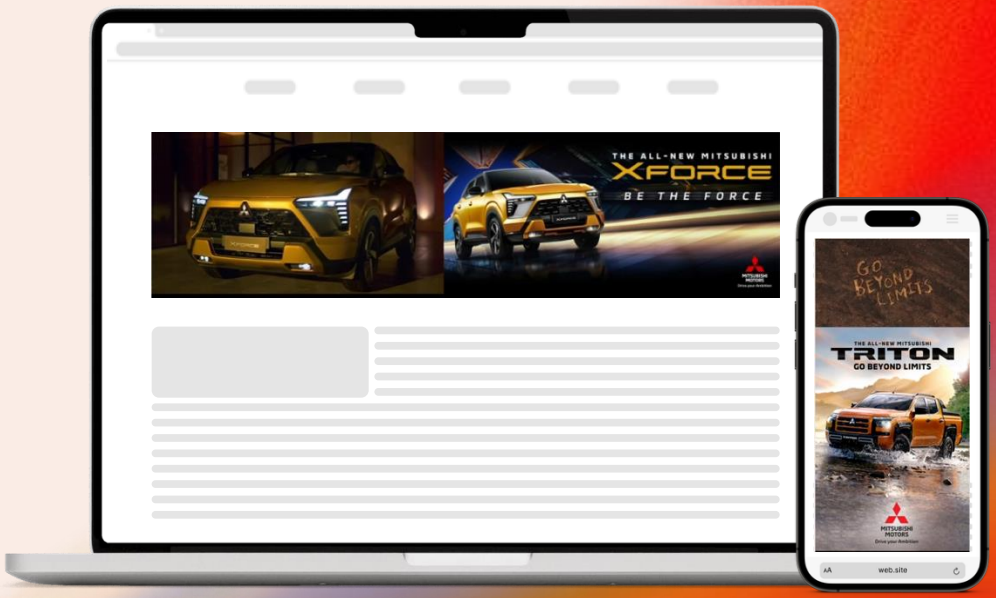
Campaign performance:

↓25%

Lower CPC on streamed SeenThis hybrid banners vs. non-SeenThis display performance

↑315%

Higher CTR on streamed SeenThis hybrid banners vs. non-SeenThis display performance



SEEN THIS × tonies®

Mixed retail, performance

SeenThis brought increased viewability compared to standard download technology

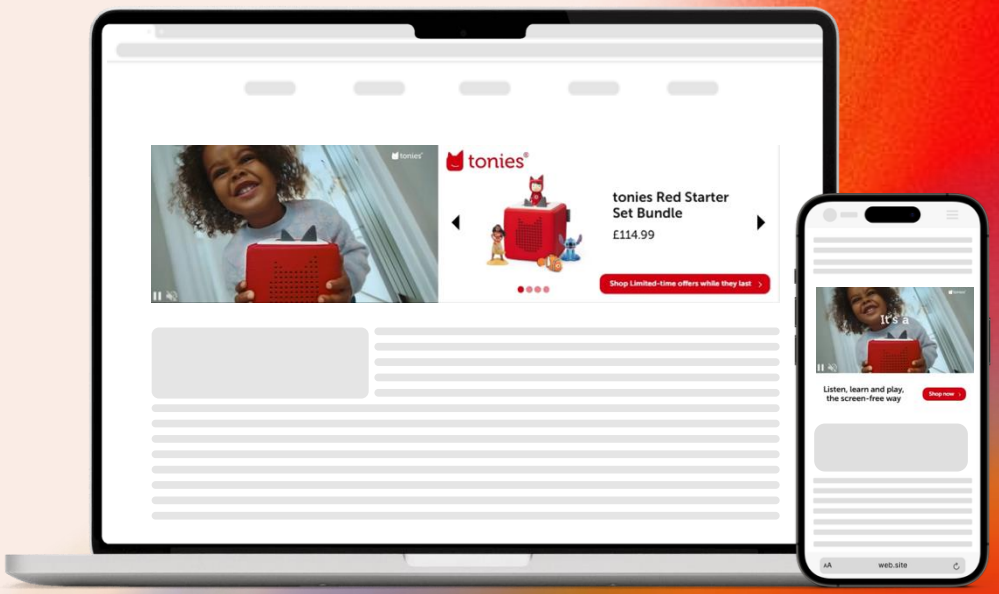
Tonies, the award-winning audio entertainment brand for children, wanted to maximize performance during the Amazon Prime Day event. While standard static and animated display units are the default for many campaigns, Tonies aimed to find out whether richer, video-led creative could drive stronger results across the full funnel – from awareness to conversion.

To put this to the test, Tonies launched a side-by-side creative comparison on Amazon, running standard display banners against SeenThis streamed, high-impact video formats — including hybrid, interactive, and shoppable video units. All creatives were shown in identical placements to ensure a fair performance comparison.

See previews

Campaign performance (uplift versus standard display):

↑20%	↑38%	↑14%	↑43%
Return on advertising spend (ROAS)	Detail page view rate (DPVR)	Product sales	Add to cart actions



Please note that data provided on this page is based on A/B testing procedure. Serving SeenThis ads versus comparison to static ads not utilizing SeenThis in same placement and format.

SEEN THIS × greenbids × electric Ireland

Energy, Performance

Electric Ireland and Dentsu saw increased campaign performance with SeenThis

Electric Ireland is Ireland's leading energy utility provider. They are committed to leading the transition to net zero by empowering customers and communities to live more efficiently and sustainably with innovative energy solutions.

Electric Ireland and Dentsu wanted to drive sustainable performance outcomes in their latest campaign with SeenThis and Greenbids.

To do so Greenbids and SeenThis partnered for a global first joint activation. The two combined resulted in significant avoidance in Co2 emissions and uplift in key media performance KPIs.

See previews

Campaign performance results:

↑31%

Higher viewability compared to similar-sized banners delivered without SeenThis streaming technology

92%

Viewability

Estimated avoided impact:

8.7

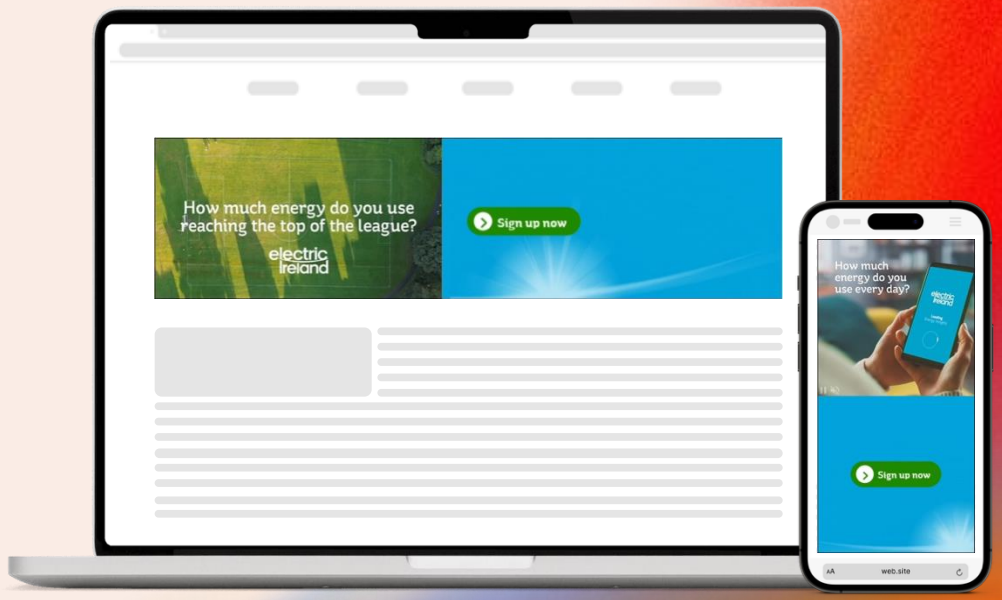
tons Co2 avoidance[1,2]

67%

tons Co2 avoidance[1,2]

Equivalent to the footprint of:

3 flights Dublin to Tokyo[3]



Please note that data provided on this page include measurements and estimations collected from SeenThis Emissions Dashboard in addition to that of Greenbids framework. The results of the avoided impact is such SeenThis Co2 avoidance from creative delivery in addition to Greenbids bidding.
1. Tons Co2 avoidance referred to within this campaign is on the basis of SeenThis measurement of data transfer for creative delivery, fetched from CDN centers in combination with Greenbids methodology Greenbids leverages AI to operate a sustainable buying process for campaigns, evaluating each buying opportunity based on media performance and carbon emissions. The tons Co2 avoidance is based on SeenThis methodology in addition to that of Greenbids. 2. SeenThis measure emissions from data transfer of creative delivery in CO_2 equivalents (CO_2e) in metric units, including SeenThis scope 1 (direct fuel emissions), scope 2 (market-based energy emissions), scope 3 upstream (co-working space emissions, hosting, data center and CDN direct and embodied emissions), and scope 3 downstream emissions (network and end-user device direct and embodied emissions). SeenThis applies the distribution part of the SRI & AllianceDigitale framework to assess the carbon footprint of downstream emissions for creative delivery, as well as server emissions for conventional technology. The framework considers the full life cycle of creative delivery from server to end-user device but excludes other sources of emissions that might be relevant to a cradle-to-grave assessment of online advertising. gPM refers to g CO2e per 1,000 impressions. Greenbids measures the campaign's emissions using the full scope of the SRI & Alliance Digitale framework, now known as the Digital Carbon framework. This framework breaks down the campaign's emissions into two categories: allocation cost, which represents the CO2 emitted during the ad selection process, and distribution cost, which reflects the CO2 emitted to display an ad on a targeted device.The emissions from data transfer of creative delivery are based on SeenThis methodology in addition to that of Greenbids. 3. The estimated avoided impact is based on a comparison to running creatives of corresponding quality using conventional technology (video codec h264 main, mp4, no larger than 4MB; or static jpeg or png, no larger than 50-350 kB depending on dimensions, no additional compression if asset is under 150kB; assuming full download for uncached impressions). Assuming or 285 g CO2e per passenger km and 9,579 km.

SEEN THIS × PERODUA

Automotive, Performance

Perodua – a Malaysian car brand increased CTR by 126%

Perodua is the largest car manufacturer in Malaysia and employs 11,500 employees. Founded in 1993 Perodua primarily produces passenger cars and during 2022 Perodua sold 282,019 units.

Dentsu worked with SeenThis to launch Perodua's first ever streamed ads ensuring maximum quality creative and instant ad loads, while reducing video CPM costs.

The Pre-Teaser Hires campaign ran on SeenThis' hybrid banners which features a static and video portion to increase engagement while hosting a clear copy and CTA button to drive lands.

See previews

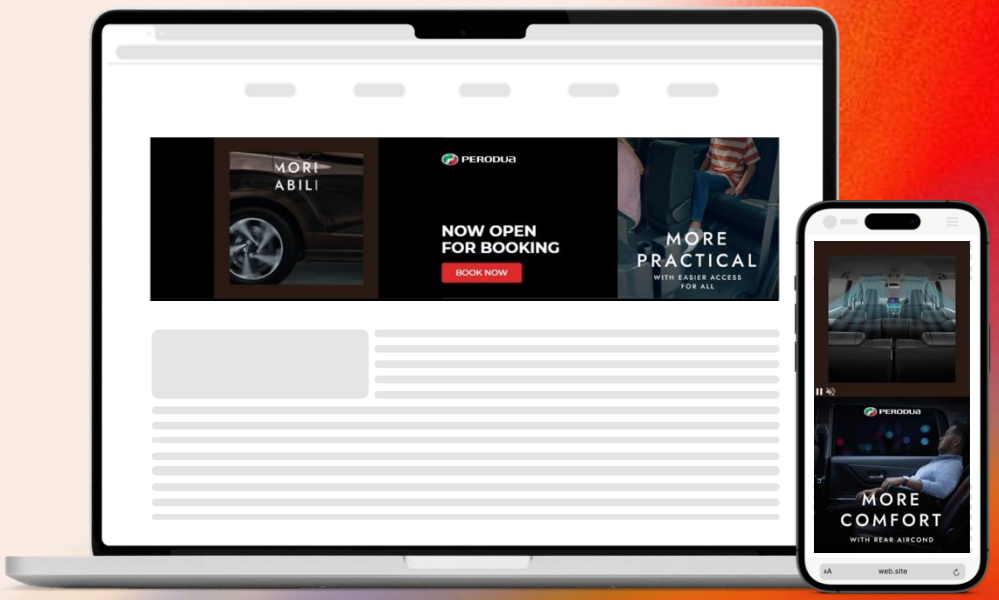
Campaign performance:

↑126%

Higher CTR

↓47%

Lower CPC



Thank You

marcela@seenthis.co.uk

