

TECH

playbook



yieldmo

MAKING ATTENTION ACTIONABLE

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TECH INDUSTRY

Before COVID-19, [eMarketer](#) projected that the Tech industry would have an **18% (\$12.8B)** year-over-year digital ad spend growth in the US. But once the pandemic hit, marketers within the tech landscape had to push the brakes and adjust their strategy to align with the changing consumer behaviors and purchase priorities.

This unprecedented time has created a significant opportunity for tech brands, as the heavy reliance on computers and WIFI solutions to support remote working and learning environments have grown exponentially.

This playbook will share how the Tech industry has changed over the last several months and what trends will shape the coming months.

POST-COVID TECH TRENDS

With stay-at-home orders in place, content consumption has spiked, increasing the demand for new technology to support this behavior change. The [IAB reported](#) that since the pandemic began, **87%** of US consumers consumed more media than ever before. Specifically, video streaming on internet-connected devices saw a **100%** increase in average time spent streaming compared to the same time last year. **Ad [Infina](#) reports more than 50,000 years worth of media was streamed in just one day, on April 4.** And 3,800 years of meetings are conducted on Google Meet in a single day.

According to [Visual Capitalist research](#), the tech industry is still poised to see a **4%** growth in ad spend in 2020 as brands focus on providing better tech and solutions for their consumers. A new [Pew Research Center](#) survey conducted in early April finds that roughly half of U.S. adults (**53%**) say the internet has been essential for them during the pandemic.

According to April 2020's [Adobe Digital Economy Index \(DEI\)](#), in the electronics category—where prices have been experiencing deflation at steady rates since 2014—the picture is very different. Electronics sales are up **58%** online, with COVID-19 inflating electronics prices for the first time in years. DEI found that computers, in particular, were more expensive in April due to sheer demand.

[CNBC](#) reports that tech sectors such as wearable device sales are up globally by more than **30%** this year as people buy them to monitor their health. And wearables are expected to grow to an almost **\$70 billion** market globally by 2025, according to market research firm [IDTechEx](#), with the dominant sector being healthcare — which includes medical, fitness, and wellness.

Consumers have countless options for tech products they are considering and purchasing, whether there is a global pandemic or not. Breaking through the clutter to drive awareness of special product features and promotions and driving lower-funnel actions all while remaining in a premium, brand-safe environment continues to be no easy task - that is where Yieldmo comes in to help.

CONSUMER PROFILE

While there is little research on the COVID-19 electronics shopper, according to the [Revolution Group](#), the tech audience traditionally consists of people of all demographics. What differentiates them is when they decide to invest in a new tech product in the adoption life cycle.

- **[Innovators and Early Adopters](#)** represent 15% of the buying population and tend to buy new tech products as soon as they hit the market. This group often influences most consumers who are more careful in investing in new tech products.
- **[The Early Majority](#)** consumers represent 34% of the buying population for tech products. These consumers are open to new ideas and products. Still, they are more careful in adopting these products and often wait to see how the technology is received before considering investing.
- **[The Late Majority](#)** group represents 34% of the buying population for tech products. They often wait for most other consumers to invest in a product before they make a purchase. Those who fall into this stage of the adoption lifecycle are known to be more risk-averse and, at times, conservative.
- **[The Laggard group](#)** is the most traditional group of consumers. This group is typically made up of older people who are hesitant to change products. Typically, Laggards finally decide to purchase technology once there is an even newer technology making its way through the adoption lifecycle.

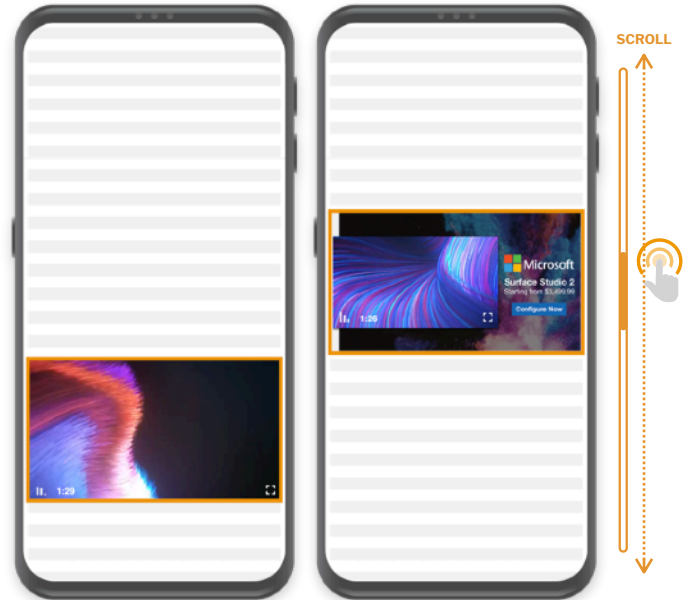


YIELDMO'S SOLUTION

Yieldmo provides full-funnel solutions to drive performance across all KPIs. By leveraging our suite of innovative ad formats, coupled with AEROS Attention Analytics and our smart inventory solution, Yieldmo delivers an engaging consumer experience in a brand-safe environment that breaks through all the noise and drives results.

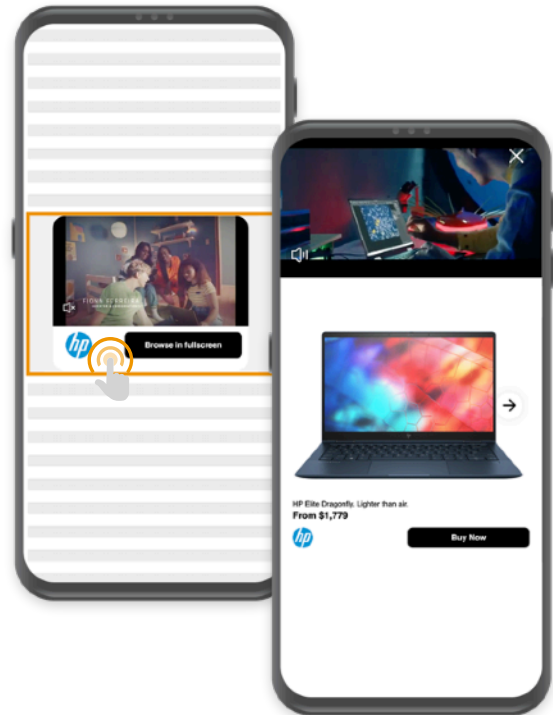
UPPER FUNNEL

Ideal for branding plays to grab and keep consumer attention, our turn-key high impact formats such as [Windowplay](#) and [Megashopper](#) drive awareness and engagement through non-intrusive and user-friendly/engaging formats at very efficient CPMs. These formats/strategies are great for attention/engagement, time spent, CTR & viewability KPIs.



WINDOWPLAY • DEMO LINK

This unit combines branded imagery with video. Video can be standard, vertical or square ratios.



MEGASHOPPER • DEMO LINK

The immersive shopping experience that features a branded video and cube catalog with products and CTA.





PINHOLE • DEMO LINK

Enhanced video experience designed to reveal your brand with cinematic mystique.



LOOKBOOK • DEMO LINK

Eye-catching image showcasing multiple features while pulsating hotspots encouraging customers to tap to reveal more details.



MIDDLE FUNNEL

Consideration campaigns are another important piece of the puzzle, as they help determine whether or not a user will ultimately make a purchase. Our shoppable units, such as our patented [Lookbook](#) and [Carousel](#), show multiple products in one unit, and help drive consideration and engagement. These formats/strategies are perfect for KPIs such as quality site traffic, engagement/attention & viewability.



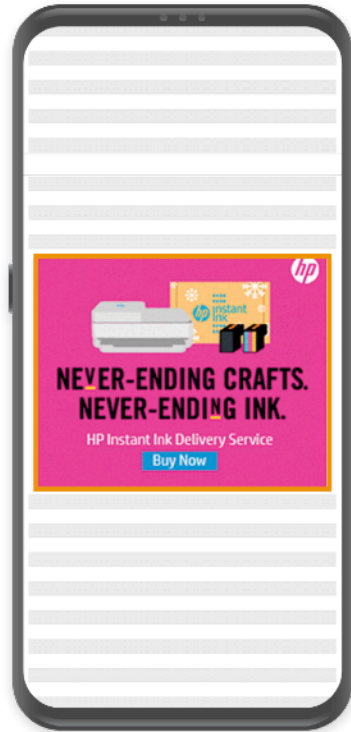
CAROUSEL • DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.



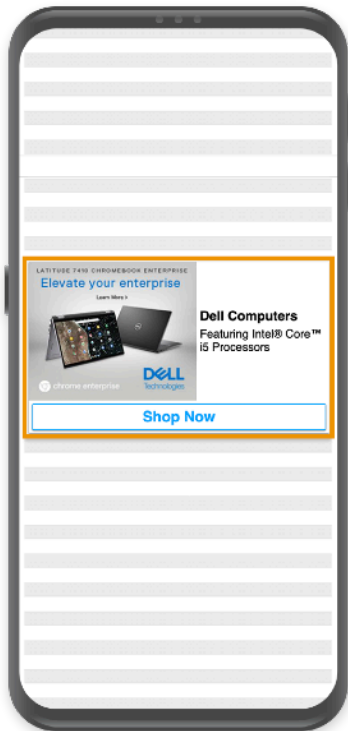
LOWER FUNNEL

Our [Flexcard](#) and [Flexbanner](#) units are great for efficiency-focused campaigns. They have effective CPMs as well as high CTR and viewability. Using a strong call-to-action within our Flexcard unit can help drive users to engage with a promotion or visit their nearest store. You can most importantly leverage our formats and inventory, and analytics while running campaigns via your preferred DSP.



FLEXBANNER • DEMO LINK

Standard 300x250 ad with optional animation effects.



FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.



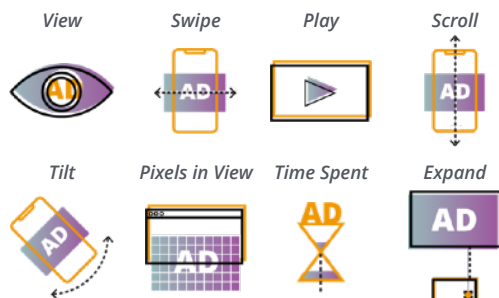
ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:

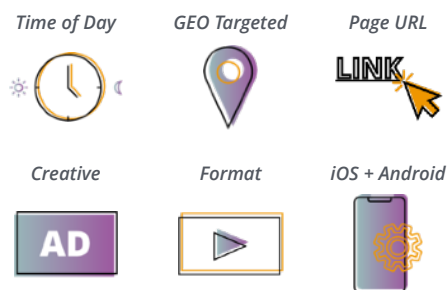
↑ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

Consumer Attention Signals



Content and Creative



See how AEROS Attention Analytics helped a top tech brand achieve a **54% CTR** increase and a **44% LPVR** [here](#).

NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native, and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing; they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signals, which give us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer or make a destination look even more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. Smart Inventory understands precisely which impressions will perform better for you, minimizing waste and maximizing VCR, CTR, ROAS. This works with and without cookies as we capture actionable information on-page to prevent DSPs from bidding on less desirable media. We then select the best impressions for our buyers' campaigns.



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For more information, please reach out to your account manager
or email info@yieldmo.com.

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