

AD-APOCALYPSE

WHY BRANDS WON'T SURVIVE WITHOUT
INTERACTIVE EXPERIENCES



wayin



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WHY BRANDS WON'T SURVIVE WITHOUT INTERACTIVE EXPERIENCES

Over the last ten years, marketing has been a decidedly one-way affair. In the scramble to capture consumers' attention, brands have sought to push their message wider, louder, and further – with marketing that thrusts advertising cheerily into increasingly intimate contexts.

The digital marketing we're familiar with relies on a 'broadcast' approach. Budgets have moved across to digital, but up until now the majority of digital marketing is still just a broadcast format.

Facebook, YouTube and the like are not interactive campaign destinations, they are merely video display networks for ads. So how can interactivity revolutionize marketing as we know it?

50%

of US online adults actively avoid digital ads on websites



“We are seeing a shift away from quantity to quality. Within the next five years, we anticipate investment in ad impressions going down. Instead marketing budgets will go toward brand experiences.”

Shar Van Boskirk, Principal Analyst, Forrester

FORRESTER®



DIGITAL ADVERTISING ISN'T WORKING

There are a myriad of reasons why traditional digital advertising just isn't clicking anymore. Together these mean huge changes for the digital marketing landscape, and marketers need to skill-up and adapt.

However all too many marketers continue to splurge budgets on ads that chase clicks and other potentially worthless metrics, at the expense of their customer and their brand's reputation.

In their [latest report on the state of Digital Advertising](#), Forrester agree: "Advertising has been the best way to do what it did. It shaped culture, delivered product information, and powered the economy. But digital tools have arisen that do what advertising does, often better. The ad model has begun to fray and major CMOs will unravel the threads of ad interruptions."

43%

click-through rate of first
display ad in 1994

<0.1%

avg click-through rate
in 2017

\$2.9bn

Forrester predict top CMOs will
take \$2.9bn away from display
ads in the next year



SO WHY ISN'T DIGITAL ADVERTISING WORKING?

BORING AD FORMATS

The early successful ad formats have failed to evolve, leading to consumers becoming 'banner-blind' and bored. Even relevant, content-rich ads get ignored due to ad standardization.

LOW CLICK-THROUGH RATES

Click-through rates are lamentably low - roughly 0.1% industry wide. And clicks equal nothing, it's just a click, not a conversion.

AD-BLOCKING

Ad-blocking software is being adopted en masse, with 38% of US internet users installing ad-blockers. A number that is only set to rise. Consumers are not just ignoring ads, they're choosing to rid themselves of them.

CHASING CLICKS OVER RELEVANT CONTENT

Most ad-tech providers operate on a cost-per-click model (a user clicks, they get paid). But this just encourages the bombardment of ads until the user is beaten into submission.

SAVVY CONSUMERS

As the internet has grown-up, the traditional web user has matured with it. They're turned off by shouty, flashy intrusive ads and have become better at discerning between advertising, and authentic content.

ADVERTISER FRAUD

News cycles are awash with stories of fake ads and viewer fraud, undermining the industry and consumer confidence in what they are seeing.

IRRELEVANT ADS

If you're reading content, or working, maybe you don't want to be chased around the web being served ads for a pair of jeans you looked at two weeks ago. It can make you less likely to engage.





DATA-RICH COMPANIES NEED TO BUILD DIRECT RELATIONSHIPS WITH CONSUMERS

Advertising has perpetuated the lack of real interaction a brand has with consumers. Progressive brands are now data-rich, they know who you are, what products you use, the frequency of consumption and what additional products you might be interested in because they have a direct relationship with customers.



“CPG giants won’t survive without data.”

Bonin Bough, Ex-Chief Media and eCommerce Officer, Mondelez



“We need to know who our customers are. Amazon going private label is a huge threat.”

Adam Stewart, Chief Digital Officer, Reckitt Benckiser



“CMOs will shift billions from ad interruptions next year to interactive branded digital relationships.”

James L McQuivey, Vice President, Forrester



So can brands connect once more and turn around consumer indifference and yield better results?



THE SOLUTION: INTERACTIVITY

The solution is not to find new ways to beat ad-blockers, playing a cat and mouse game with consumers, until they turn off from your brand all together.

The solution is to listen to consumers and to use technology to make marketing engaging again. Digital transformation, is about creating new, interactive ways to share experiences with everyone. That's what digital channels can provide. The onus is on driving real engagement – getting people to take an action: to vote, to share, to click, to purchase.

Wayin's technology provides endless opportunities for proactive brands to deliver marketing experiences that are highly visual and interactive. Style as well as substance.

Brands can increase engagement and create direct interactions with consumers by seamlessly integrating interactive elements into ads, web pages, content and more, from UGC to quizzes, live polls to social integrations.

**15
seconds**

Studies show, the majority of web page views are under 15 seconds

50+

interactive experience types in
the Wayin App Store



PROVIDE INTERACTIVE MARKETING EXPERIENCES ACROSS ALL DIGITAL CHANNELS TO ENGAGE CONSUMERS AT EVERY DIGITAL TOUCHPOINT



WEBSITES AND LANDING PAGES



OUT-OF-HOME



SOCIAL NETWORKS



IN-VENUE



BROADCAST AND STREAMING



INTERACTIVE AD UNITS



IN-STORE



CHATBOTS/INSTANT MESSAGING



BRAND MOBILE APPS



TWITTER LIVE



FACEBOOK LIVE



INTRODUCING APPVERTS: A NEW WAY TO DRIVE ENGAGEMENT

Consumers are not just bored with ads, but they've become banner-blind. Even well placed ads, that are rich with relevant content get ignored. No longer will they be force-fed static images or auto-playing videos.

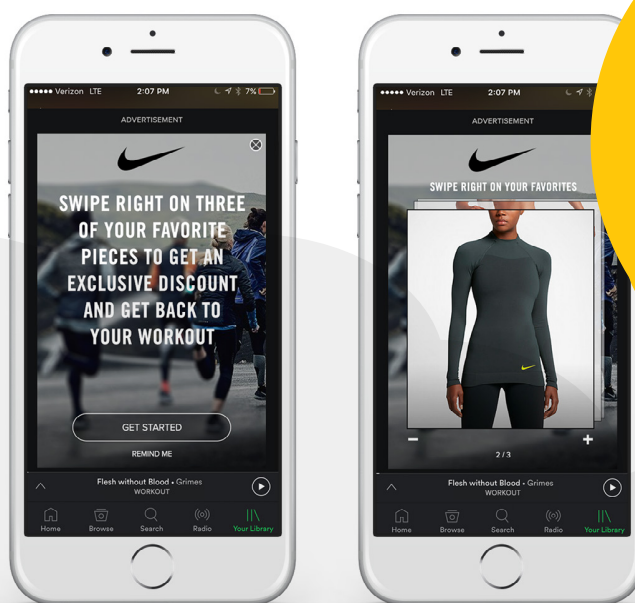
That's why innovative, interactive brand experiences within traditional ad-units will replace today's tiresome display ads. An Appvert is an interactive marketing 'application', fully customizable by the advertiser, which is used instead of the traditional ad unit.

Appverts allow brands to combine the traditional targeting of ads, but powered by unique, engaging and flexible live experiences. Delivering these experiences front and centre, where consumers actually spend their time online.

While programmatic and social media advertising has served a purpose, with its highly-targeted broadcast approach using granular data-sets, the content itself is archaic and incredibly limited.

Wayin has you covered for a new era of interactive social advertising. From user-generated content to quizzes, live polls to meme generators, the Wayin platform has over 50 different campaign types and real-time visuals to make, that can be embedded into Appverts and help you stand out and drive action.

This allows advertising to be based on formats that are once again something new and exciting for the consumer.



40%

Wayin can see your click-through rates jump from 0.01%, to over 40%



MAKE ADS SHAREABLE

This might sound like pie-in-the-sky utopia for marketers, but hear it out. Not only can you get customers to view your ads, but you can get them to share the content too. Sure, it sounds far-fetched, but clever television advertisers have been doing it for years, with major brands having their ads viewed on YouTube and shared on social media.

But when was the last time someone shared a display ad? In fact, when was the first time?

Of course it's more difficult to create the emotional connection in a couple of digital inches that a tv ad can. Advertisers need to give consumers a reason to share their content, and to do this they need to eschew the shouty clickbait and 'buy me, buy me' CTAs and create fun, personalized, interactive ads.

Whether leveraging popular trends, encouraging user-generated content, or delivering a snappy quiz or controversial poll, it's about being fun and offering consumers something worth sharing if you want to amplify reach and participation. Revolutionizing marketing as we know it.

29m

Budweiser Super Bowl ad was
viewed 29 million times on
YouTube alone



An interactive heatmap showing conversation from fans around the world, PII data collection, and shareable media generator all from within a Google Double-Click Ad unit powered by Wayin



ENGAGE CONSUMERS ON NEW INTERACTIVE CHANNELS

FACEBOOK AND TWITTER LIVE BROADCAST

Being able to broadcast live, in-the-moment content is essential for broadcasters and is becoming equally as important for brands too. Wayin's Facebook and Twitter live broadcasting activation means an end to static images spamming news feeds and clogging timelines. Now, live data and content can be announced in real-time through social visualizations.

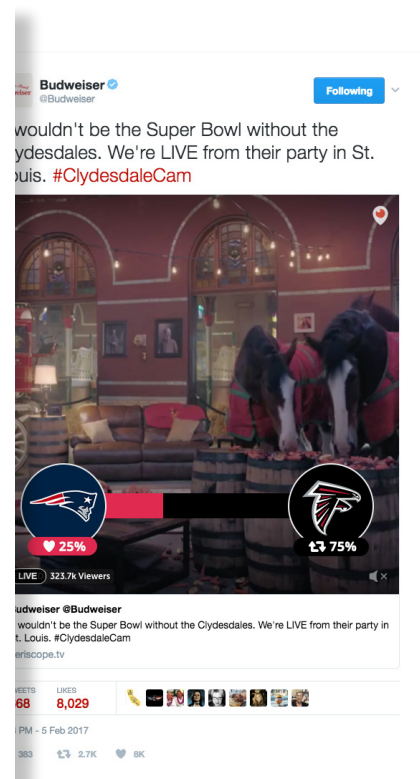
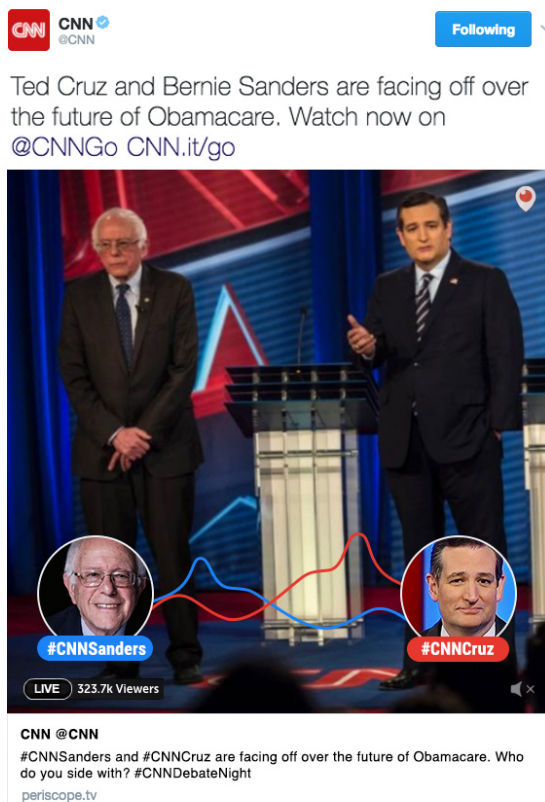
Why not use the Wayin platform to aggregate and announce real-time poll results during a live debate, or to capture the latest conversation surrounding the discussion from social channels. Brands can also broadcast live Facebook and Twitter experiences with

overlays of visualizations that are driven from interaction with the post. It's time to start going live and interacting with consumers.

LIVE CHATBOTS

Chatbots enable brands to make killer first impressions through conversational forms, engaging content and the ability to truly embrace a brand's personality. Thus, eliciting meaningful and honest responses from fans.

Brands have the opportunity to forge direct relationships with consumers by using chatbots to promote new product ranges and boost sales, which offer product recommendations and coupons to sweeten the deal.





INTERACTIVE LANDING PAGES THAT CONVERT

Once you've accrued that all important click, it's time to convert. If your interactive ad is your driver, popping you on the green, then your landing page is your putter, bringing the lead home. Clicks for show, conversions for dough.

In the multimedia age, landing pages need more than a form, static content and a jarring Call-to-Action. Landing pages need to be highly visual and most importantly, interactive.

Combine real-time elements like user-generated content collages, heatmaps, trending visuals, social media prompts, to drive participation and boost conversions.

3x

Best Buy more than tripled its expected eCommerce conversion rates.



Air Wick's customized questionnaire to understand audience preferences and enhance product development. Submissions led to an interactive meme generator that can be published to user's social channels.



PRICE VS. VALUE

For far too many brands, implementing an interactive campaign experience strategy is often housed in the “would be nice to have” rather than “essential” marketing must haves. Time, resource and cost being the main barriers to implementation, as well as increasing non-working media spend.

Well it's time to debunk this myth. Firstly, the problem is not cost if you use a platform like Wayin. Automation is key to the way marketing must adapt to changing consumer behavior. We know that marketing and advertising needs to skill-up to a digitally native audience, who expect interactive experiences.

With Wayin, non technical staff at brands and agencies can rapidly and cost effectively create interactive digital experiences using our intuitive interface. This means that marketers can move from a world of pushing content at consumers, to a world of engaging them in interactive experiences across paid, owned and earned channels, without increasing non-working media budgets. A shift which Forrester says is necessary to survive the ‘Ad Apocalypse’.

Secondly, Wayin is investing heavily in creating interactive campaign ideas and mechanics that are made available to all our customers through our App Store. We see tens of thousands of campaigns across some of the biggest brands and media companies in the world and turn that domain knowledge into an ever-growing library of fantastic, seasonal ideas for you to consider.



Thirdly our platform helps eliminate the single-use approach that all too many brands take to building campaign experiences. Campaigns shouldn't, and needn't, be disposable, treated like a takeaway coffee cup.

When Valentine's Day, the Super Bowl or the Holidays swing around, instead of reinventing the wheel, and wasting valuable time ideating, creating and implementing campaigns, marketers can quickly access their own organization's private app library of experiences from any market, brand or division. All searchable by cultural moment, experience type or KPI, for the perfect campaign to support their objectives. Rapidly replicate, and then elaborate, focusing on what marketers do best, creating existing twists on already successful campaigns.

Leveraging the best of both worlds. Campaign savings through automation, reuse and sharing as well as delivering successful results through bespoke campaigns built more quickly because of Wayin's tools.



“The team was impressed with Wayin’s ability to quickly design and launch multiple campaigns and how easily your solution could be shared across multiple platforms.”

Brian Kerr, CMO, Kraft-Heinz



MAKE YOUR CAMPAIGNS COUNT

Consumers are bored with video, image and text ads they can't interact with. It's clear that marketing experiences need to become new, and innovative again.

#1

That's why we have created the Wayin App Store, a platform that will make it easy and cost effective for brands to create interactive campaign experiences that can be published across any digital touchpoint.

World-class innovation: Kraft Heinz selected Wayin from 90 vendors as winner of Digital Innovation Challenge

KraftHeinz

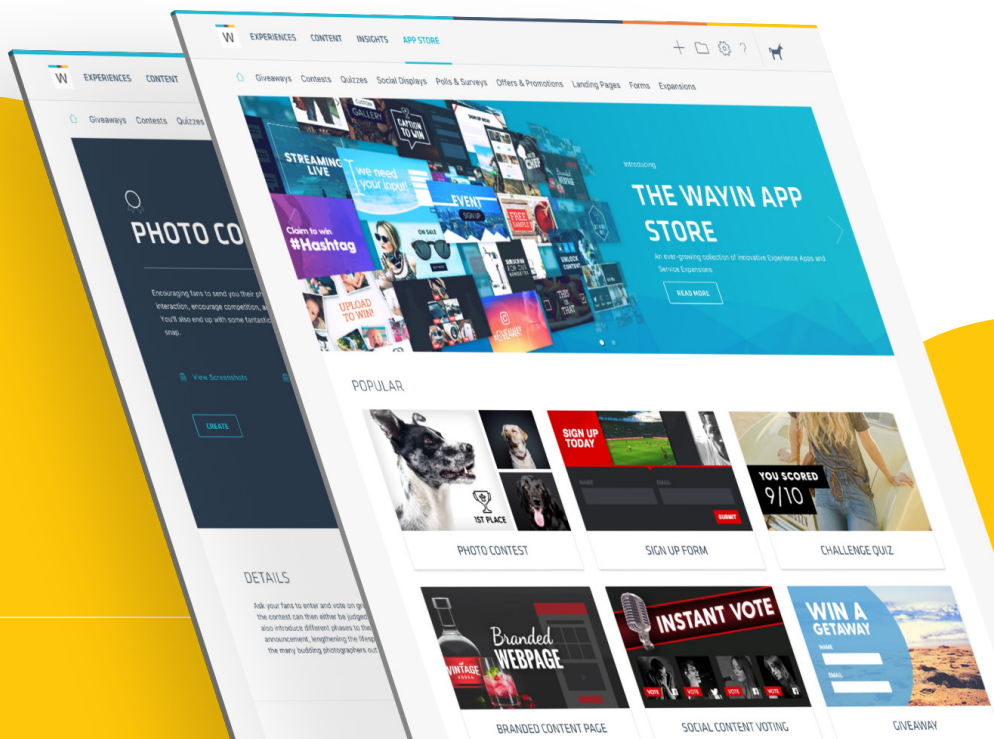
With Wayin you can leverage your creativity across multiple markets, departments and seasons, by tapping into ours, and your own private Campaign App Library. All your past campaigns are saved, searchable by KPI, and available to all your teams - wherever they are.

26x

Whether it's the Holiday's, Thanksgiving or World Burger Day, just search for a relevant campaign, look at metrics and results for previous years, then clone, translate, customize and go, your campaign is live. No coding, no developer work necessary. It's revolutionary.

Reckitt Benckiser clones one campaign across 26 markets in less than an hour per country

Reckitt Benckiser





ABOUT WAYIN

Wayin has partnered with some of the world's top brands, media owners and agencies to create authentic, interactive campaign experiences that engage and activate consumers across all digital channels.

Storytelling + Data Capture

The Wayin Digital CMS Platform combines the power of creativity with the efficiency of data collection. Uncover authentic content to tell engaging, interactive brand stories that drive participation and capture valuable consumer data.

Turn great ideas into flawless results

Tap into the team that has led more than 20k successful campaign activations for clients across 80 countries. Our services team works side-by-side with customers to maximize the impact of our technology platform and drive the best results.



READY TO GET STARTED?

Request a demo and see how to quickly create and launch your upcoming campaigns.



REQUEST DEMO

VISIT WAYIN.COM

