

## ANOTHER SUCCESSFUL YEAR WITH BRANDVERGE AND IAB: VIRTUAL EVENT MARKETPLACE ENGAGING BUYERS AND SELLERS THROUGH A PANDEMIC

### Challenge

A year into the pandemic, as companies continue to host events online, many organizations have found it difficult to keep audiences engaged in front of a screen. In 2020 IAB was able to host a fully virtual NewFronts Event, the first of its kind, and many people were excited by this new way of working. This year, in May 2021, the event would still be online due to the lingering global pandemic, which led to some interesting new challenges. This included the need to keep an at-home audience engaged while maintaining the crucial connection between buyers and sellers.



**As a former media seller, I know the struggles of competing for an advertisers attention, and trying to secure meetings. It's a slog. That's why we created BrandVerge, to give media partners a place to connect with advertisers on-demand and make it easier for media vendors to understand where they should be focusing their time and attention. We were excited to see our tool drive so much success for the IAB.**

-Mollie Kehoe

Co-Founder & CEO of BrandVerge



## iab. NEWFRONTS

### Solution

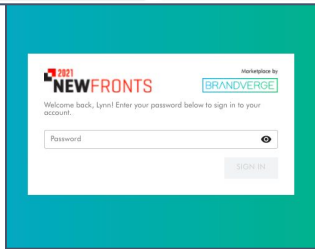
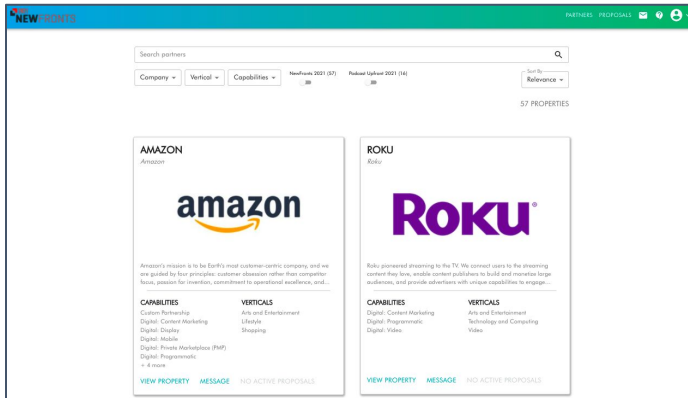
BrandVerge partnered with the IAB to help alleviate this digital fatigue by creating an exclusive IAB Marketplace that extended beyond the event, allowing advertisers to revisit event content as they needed. The IAB Marketplace, powered by BrandVerge, allowed for valuable connections to be made post-event all online, from the comfort of users homes. BrandVerge improved on the 2020 marketplace this year, with the creation of a sell-side analytics suite, which allowed the presenters

to see who was engaging with their content in the marketplace. The addition of these analytics have allowed easier ways for partners to efficiently share content across a variety of platforms and understand who's leaned into their offerings.



# BRANDVERGE

CASE STUDY | 2020



## Results

For the 2021 event, presenters joined the marketplace, launching profiles during and after presentations, drawing in buyers from across the country to a range of verticals, including news and media, arts and entertainment, gaming, social and business. The goal: keep the communications flowing post event and open up relationships between buyers and sellers. With the addition of software improvements and changes, this year BrandVerge wanted to take a deeper look at the concrete improvements being made for their clients. BrandVerge saw huge engagement spikes year over year.

“ The BrandVerge platform is extremely easy to use and allows us to connect with a wide range of brands and agencies throughout this year’s IAB event. We saw some excellent leads come from the marketplace this year, and are confident they will be as fruitful for meredith as other leads have been in the past. ”

-Rachel Reed, Director of Audio at Meredith

## Where have we seen improvements in 2021 for our clients?

- ❑ 186% increase in buyer sessions
- ❑ 80% increase in buyer signups
- ❑ 53% increase in buyers time on site
- ❑ 168% increase in property views
- ❑ 48% increase in searches
- ❑ 64% increase in outreach

## What are we looking for in 2022?

- ❑ Further continuing to boost outreach and relationships within the marketplace.
- ❑ Expand the marketplace and bring in lots of new buyers and sellers!
- ❑ Make this a great resource to continue to use when returning to in-person events.

