# THE STRAIGHTFORWARD GUIDE TO
# In-Image Advertising

gumgum

# THE EYES HAVE IT

In-image advertising is surprisingly straightforward. Unlike so much digital ad jargon, it's exactly what it sounds like: Digital ads overlaid on editorial images—or more specifically, appearing within the "frame" of editorial images. But if in-image is the rare digital ad term that doesn't sound more complicated than it actually is, it's no less of a breakthrough.

In-image has been around since 2009, when GumGum invented the unit as a way for publishers to monetize their images. As the timeline below details, a lot has changed since that first ad was served, but the concept is the same—put the ad where the viewer's eyes are drawn, creating a unit that's far more engaging than traditional digital display. And with visual storytelling dominating the mobile web, in-image ads are more relevant than ever.

Of course, there's much more to in-image than throwing your brand on top of a photo. The ad-serving technology relies on image recognition and language analysis to "understand" editorial images and pair them with appropriate ads. A shot of the snow-covered Rockies becomes a place for a ski resort ad. A picture of a movie star's new hairstyle becomes a beauty brand's placement.

This is crucial because it only takes a glance for an image to evoke deep emotions, trigger memories and tell a story to the reader. So when the right ad is matched to the right image, the

ICONS BY RAZ COHEN; PABLO ROZENBERG; JERAD MAPLETHORPE (NOUN PROJECT)

COVER AND SPOT ILLUSTRATIONS BY TWISTEDFORK

## Images, Ads and Technology
A marketing love story in the making

**JUNE**
Universal Pictures' "Brüno" becomes the world's first in-image ad.

**2009**

**2010**

**FEBRUARY**
In-image gains the ability to serve ads based on the content of an image.

**2012**

**MAY**
In-image ads are delivered via programmatic buying.

**FEBRUARY**
Maybelline launches the first high-impact image takeover ad known as "Canvas."

**2013**

**SEPTEMBER**
"Witches of East End" campaign is the first to use image recognition by finding the eyes in images and turning them green.

WATCH
**KAIJU WORLD**

brand inevitably shares the image's power to create a strong response. The same can't be said for a banner display that sits to the side of content or between blocks of text.

Publishers are turning to in-image advertising for a few reasons. For one, it offers real incremental revenue, considering ad inventory appears in places that previously weren't utilized. Furthermore, it's well-integrated into the image and creates a user-friendly experience—unlike many other forms of advertising. Marketers who want more engagement can also choose units that transform the entire image into a rich media experience.

In-image advertising is set to disrupt how we utilize images around the web. Forward-thinking marketers understand that serving highly relevant ads within images that already have consumers' eyes is compelling and engaging. Anyone with a brain can *see* that.

**2014**

**MAY**
L'Oréal uses image recognition to serve an ad that matches the content of a specific image.

**JUNE**
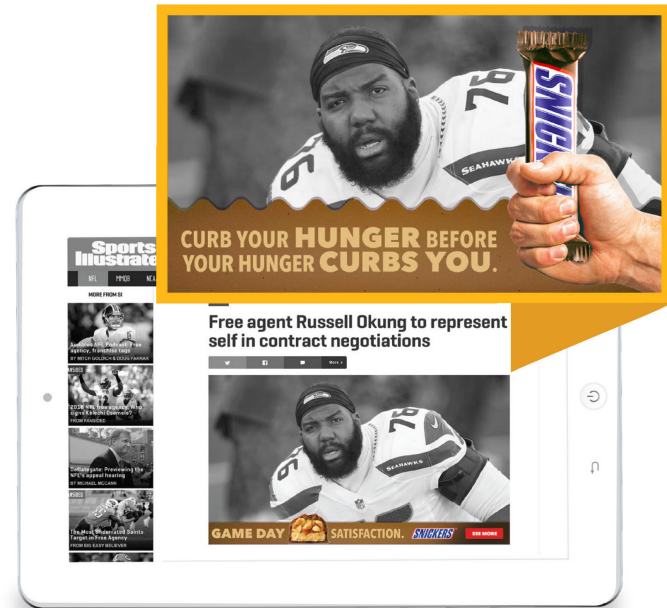Botkier runs the first rich media in-image ad campaign programmatically.

**2015**

**OCTOBER**
The first embedded video player appears within an in-image ad.

The

**FAMILY PHOTO ALBUM**

*of*

**AWESOME**
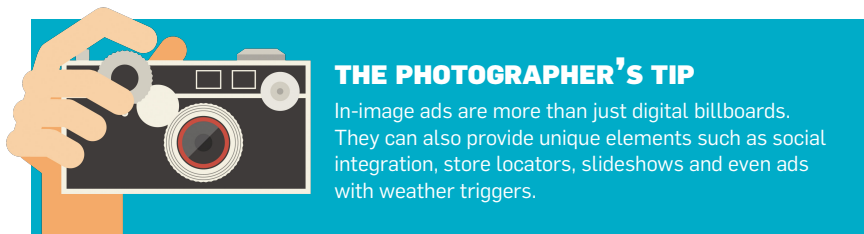
**IN-IMAGE**

**ADS**

# Let the Conversation Take Flight

## In-image ads are highly interactive when combined with UGC

In-image ads can sync directly with social media, providing a great opportunity to drive engagement with specific calls to action. For example, an airline company can enhance its in-image campaign by giving people a chance to win a free trip if they use a designated Instagram hashtag. The tagged photos can be pulled into the lightbox launched from the ad. This creates a more engaging advertising experience that could also be applied to other contests or promotions.
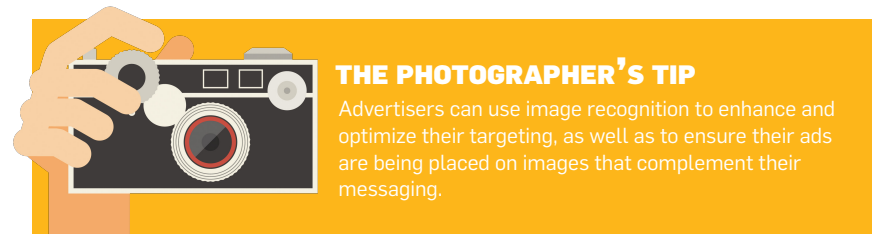
### THE PHOTOGRAPHER'S TIP

In-image ads are more than just digital billboards. They can also provide unique elements such as social integration, store locators, slideshows and even ads with weather triggers.

IMAGES COURTESY OF GUMGUM

# Hungry Hyper Targeting FTW

## Image recognition provides unique ways to reach an audience

Site, page and demo aren't the only ways to target in-image ads. Image recognition technology can identify the contents of a photo and link ads to those features. That might include the color of a person's hair, the location of a landmark or even the emotions a person conveys in an image. For example, a popular candy brand can use image recognition to serve takeover "Canvas" ads on photos of athletes showing particular facial expressions—angry, irritated, sleepy, etc.—extending the brand's messaging.

### THE PHOTOGRAPHER'S TIP

Advertisers can use image recognition to enhance and optimize their targeting, as well as to ensure their ads are being placed on images that complement their messaging.
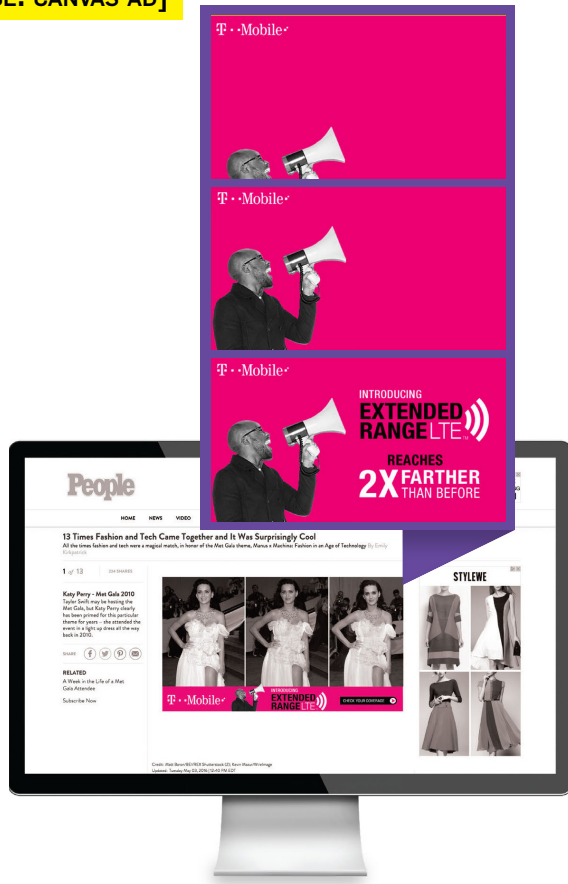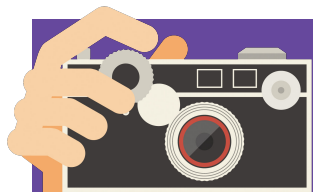
## Calling All Creatives

Customized ads with a clear call to action create a strong signal

Many brands succeed with custom units built to work across devices. Big, bold visuals like those seen in Canvas ads, encourage consumer action. Unique messaging can be used for different demographic segments and audience profiles.

### THE PHOTOGRAPHER'S TIP

Don't just resize your old banner ads. Create unique in-image units for each campaign to get the best performance.

## Yeast Is on the Rise

Fleischmann's Yeast uses in-image advertising to inspire scratch bakers

To help gain "share of stomach" and ignite interest in baking from scratch, instead of from a mix, Fleischmann's Yeast targeted in-image ads to females 25–49 who bake. To do this, GumGum built custom in-image units to spread the message that making something from scratch is more satisfying and tastes better, resulting in a 14.6 percent increase in brand awareness.

### THE PHOTOGRAPHER'S TIP

Partnering with Millward Brown, Fleischmann's Yeast and GumGum uncovered additional insights from the campaign. For example, it increased purchase intent by 20 percent among people 65+ years old, an untargeted demo that could be pursued in upcoming campaigns.

## Beauty in the Beholder's Ads

L'Oréal uses image recognition to target by hair color

Beauty brand L'Oréal wanted to find a way of reaching consumers at the exact moment they felt inspired to try a new look or style. By using image recognition, the beauty brand was able to target images of celebs and serve ads for hair dye products that matched the color of the celebrity's own locks. This approach ensured that the ad creative and messaging were contextual and relevant.
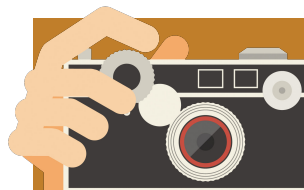


### THE PHOTOGRAPHER'S TIP

Don't just look at in-image advertising as a way to inject your ads on shots that relate to your brand. Use it as a unique opportunity to reach consumers at the moment they are the most engaged.



## An A-maize-ing Campaign

How Mazola used in-image advertising to spread a healthful message

In order to further build awareness and educate consumers on the health benefits of corn oil, Mazola partnered with GumGum to target women ages 25–54. The resulting in-image ads shared healthy recipes using corn oil and were aimed at consumers who currently use olive or canola oil. As a result of the campaign, Mazola found that the lifestyle vertical proved to be the highest performing category, an insight it plans to incorporate into future campaigns.



### THE PHOTOGRAPHER'S TIP

This campaign achieved a 0.42 percent click-through rate, which is 7 times higher than the industry benchmark of 0.06 percent. What's more, nearly half of users converted from hovering over the ad to actually interacting with it.

IMAGES COURTESY OF GUMGUM

SOURCE DOUBLECLICK, MOAT AND POINTROLL

Citation: Maki KC, Lawless AI, Kelley KM, Kaden VN, Dicklin MR. Benefits of corn oil compared to extra virgin olive oil consumption on the plasma lipid profile in men and women with elevated cholesterol: results from a controlled feeding trial. J. Clin. Lipidol. January/February 2015 issue. Study sponsored in part by ACH Food Companies, Inc. To learn more about the study, visit Mazola.com.

# The In-Image Maker

A few insightful words from the man who pioneered ads inside pictures

O phir Tanz is the CEO of GumGum, the company that invented in-image advertising. Naturally, Ophir is a true authority on this format. Here's how he explains it.

**Adweek BrandShare: In-image advertising is still a pretty new phenomenon. We're guessing that there are a lot of misconceptions out there.**

**Ophir Tanz:** You're guessing correctly. From how custom the creative is, to what verticals can benefit the most, to the best fill rate percentage across publisher sites, everyone has an opinion on in-image and many of them are misguided.

**AWB: What are some of the ones you hear most?**

**OT:** People sometimes think in-image is a niche unit, or they don't fully appreciate that the revenue stream is completely new; they think it will cannibalize existing revenue. We've also heard people say that in-image is only applicable to a subset of verticals where visuals already play a heavy role in marketing. At GumGum, we believe images are a vital part of every person's digital experience and critical to tapping into every category. We see nearly equal activity across all verticals from CPG to automotive to retail."

**AWB: It sounds like things are going well for the industry.**

**OT:** GumGum has grown over 100 percent year-over-year for the past four years. And we think we've only just scratched the surface. In 2015 we added premium publishers, including Time Inc., which we feel both validates the space and our ability to place beautiful, contextually-relevant ads at a cadence that respects the end-user experience.

> **We like to think of in-image as a marriage between native and display advertising.** 〝〞

**AWB:** Wow. But can in-image really be all that different from traditional display? Why do the ads offer such a better experience for users?

**OT:** GumGum's in-image ads are highly contextual and almost always viewed. We see a viewability rate of around 81 percent on average. The user experience is preserved in many ways, the primary one being that our ads only appear on some images. Our fill rates are such that they maximize revenue, viewability and UX. In many cases, a click won't take a user away from the page they're on.

**AWB:** That does sound great. It also sounds a bit like native advertising. Is it accurate to say that in-image is a form of native advertising?

**OT:** We like to think of in-image as a marriage between native and display advertising. The ad sits within the frameset of organic content and is contextually relevant to the content of the page, but in-image units generally don't strive to match the look and feel of a page the way typical native units do. The entire image is effectively a canvas for a marketer's message.

**AWB:** Fair enough. But not all images are made alike. Which types of images work best with in-image units?

**OT:** While the characteristics of each campaign and brand objectives are discrete, we believe that high-quality images that are relevant to the context of the campaign and the right size—roughly 400x400 pixels—will perform best. The real comparison should be on the creative side—are they true in-image ads, built with purpose, or are they just resized banners? Resized banners over any image will be detrimental to the user experience no matter how great the original image is.

**AWB:** What else do you need for a great in-image advertising campaign?

**OT:** It starts with a deep understanding of images, pages and audiences. You also want high-quality inventory at massive scale and, of course, an elegant, responsive creative that nicely adheres to different image sizes across different screens. And, as with any ad unit, you need clear success metrics so that campaigns can be optimized.

**AWB:** You mentioned different screens. As we spend more and more time on mobile, will in-image ads have to evolve?

**OT:** In-image ads are actually well-suited for mobile environments because they're fully responsive and built in HTML5. Screen real estate is especially valuable on mobile devices, which makes in-image ads an excellent advertising solution, since they're very impactful and effective without using up a significant portion of the screen.

# Still Curious?

Here are several more resources that provide virtually everything you need to know to be an in-image advertising pro.
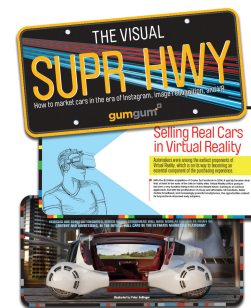
**The Ultimate Guide to Marketing Cars on the Visual Web**

**The Straightforward Guide to Marketing with Visuals**

**The Rise of the Visual Web and Why It's Changing Everything (Again) for Marketers**

For more information and resources, visit GumGum.com.