

# MIRRIAD

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**THE ADVERTISING SOLUTION  
FOR THE  
STREAMING AGE**



# Introducing Mirriad's In-Content Ad Format

Virtual Product Placement (VPP) is a powerful new ad format that lives within popular, cross-platform content.



**BEFORE VPP**



**AI-POWERED  
ANALYSIS &  
BRAND INSERTION**



**AFTER VPP**

# Mirriad's In-Content Ad Format Drives Incremental:

**REACH**

**+22%**

More Audience  
than TV spot alone

**ATTENTION**

**+25** ppt

Ad Awareness  
VPP + TV Spot

**ROI**

**+51%**

Transaction Value  
average

## A VALUE ADD FOR **LEADING BRANDS**



PEPSICO



amazon



Walmart

L'ORÉAL



★ macy's



Johnson & Johnson



TOYOTA

MARRIOTT  
BONVOY



citi

BEST  
BUY



# VIDEO INVENTORY MARKETPLACE

Incremental Scale Across Premium Video

LINEAR

VOD

STREAMING

DIGITAL

MUSIC

INFLUENCERS



# FIRST-EVER DIVERSE-SUPPLIER VPP MARKETPLACE

50+ DIVERSE CONTENT PARTNERS

SCALED MULTICULTURAL CAMPAIGNS

TRANSACT DIRECT WITH DIVERSE PARTNERS



BEFORE VPP



AFTER VPP

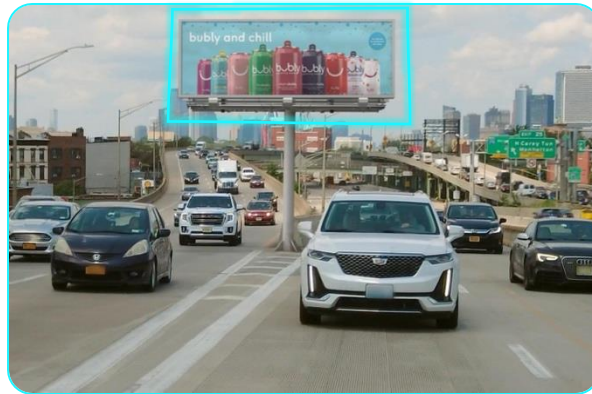


DIVERSE PARTNERS  
TARGETED OWNED



# Ad Formats | Standard Units

## Signage



### Vertical Signage

1,000 x 700 (recommended)

Repurpose Existing Creative Assets:

- Social video, display, print

### Horizontal Signage

600 x 1,400 (recommended)

Repurpose Existing Creative Assets:

- OOH, print, display

## Video



### Vertical Video

:15 / :30 (no audio)

Repurpose Existing Creative Assets:

- Social video, TV spot

### Horizontal Video

:15 / :30 (no audio)

Repurpose Existing Creative Assets:

- TV spot, social video

Leverage **Existing Assets** to Drive Incremental Reach and Relevance

**CPM** Pricing Model

**Flighted** Activation

# Ad Formats | Immersive Units

## Product



Product | 3D Model

File Types: .MB, .FBX, .OBJ, and Mechanical File





## MEASURABLE **SOLUTION** | INCREMENTAL **ROI**

5:1

ROI

+27x

HH Shopping Activity

+51%

Avg Transaction Value

10x

Viewer Preferred

+35%

Sales Boost

Accredited Measurement Partners:   

Sources: iSpot, Kantar

MIRRIAD - CONFIDENTIAL



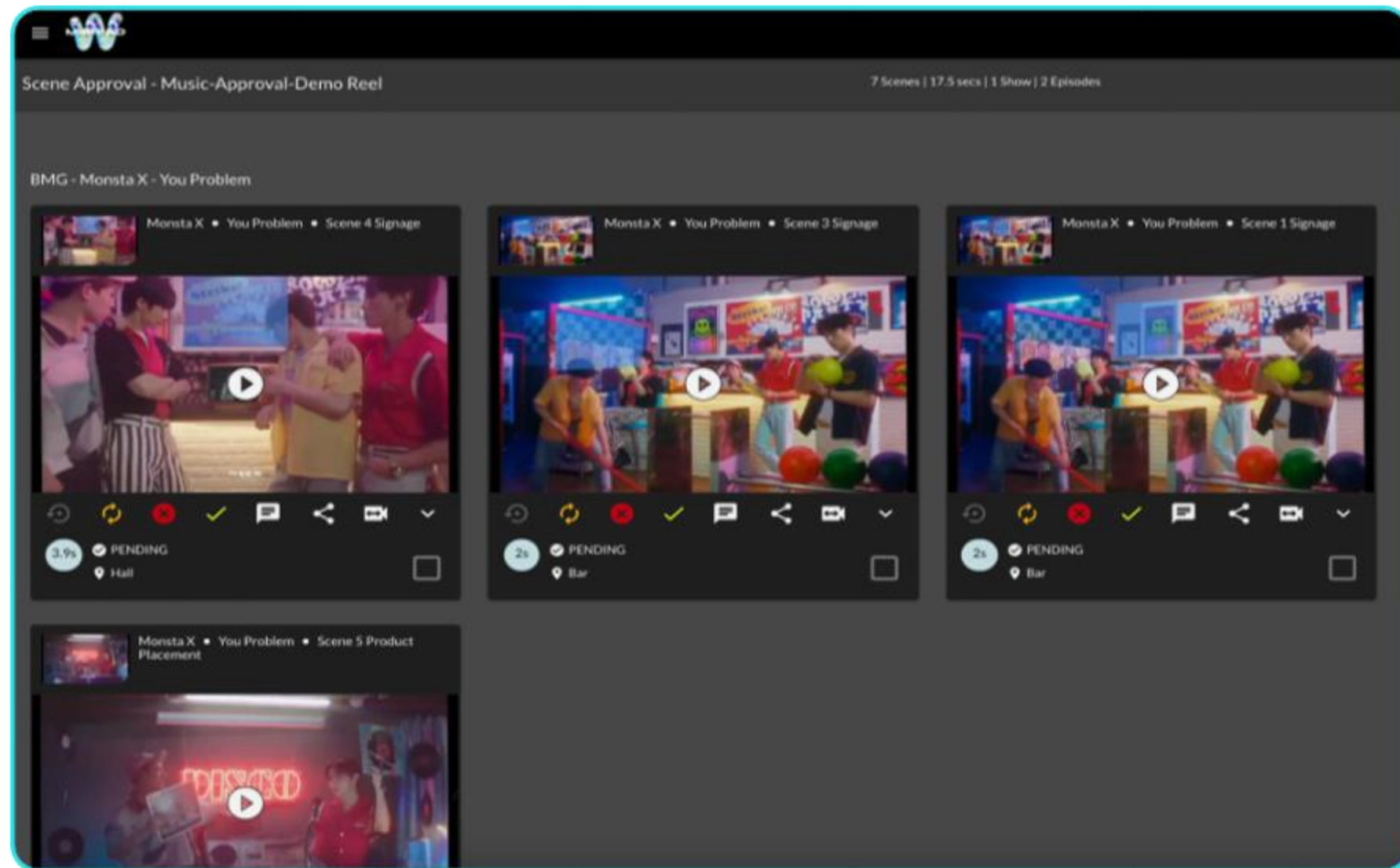


# ENABLEMENT PLATFORM

Streamlined Approvals  
Dashboard

Brand Safe  
Controls

Total  
Transparency



# MIRRIAD

**THANK YOU**