



EFFECTIVE ONLINE VIDEO ADVERTISING MADE EASY

Make more \$\$\$ with Video Ads

Online VideoAd Solutions for Publishers

Anupam Gupta, CEO, agupta@mixpo.com

November 6, 2008

Making Video Advertising accessible for Smaller Advertisers *through* Publishers



um, Hailey & Bellevue Idaho e-zine, news, real estate, skiing, biking, vacation rentals, resort, lodge, activities, golf and local events, web cams, lodging, people, pictures, video - Mozilla Firefox

History Bookmarks Tools Help

http://sunvalleyonline.com/ Google

Investors Demos



**Neighborhood Profile:
Downtown Ketchum**



SunValleyOnline.com
Complete our readers' survey and you could win \$1000 cash or a \$500 gift certificate to Sun Valley Company!



Ketchum's city councilors Monday took another look at the massing developers say is necessary to preserve open space and still provide the top-level accommodations of a five-star resort. A site visit takes place at noon ...

Article > 1 2 3 4 5 - Pause

Top Headlines

- Fire in Sun Valley - 2nd in the same weekend
- Sage fire northeast of Gun Club Nine
- The Hunger Coalition presents Dine Out Blaine County!
- WIZE Design Releases Vote Shirts
- Shoshone man fazed, jailed in Hailey
- Blaine County hauls in money, marijuana
- Dalai Lama returning to Sun Valley for Special Olympics
- Fire damages Wildflower pool house

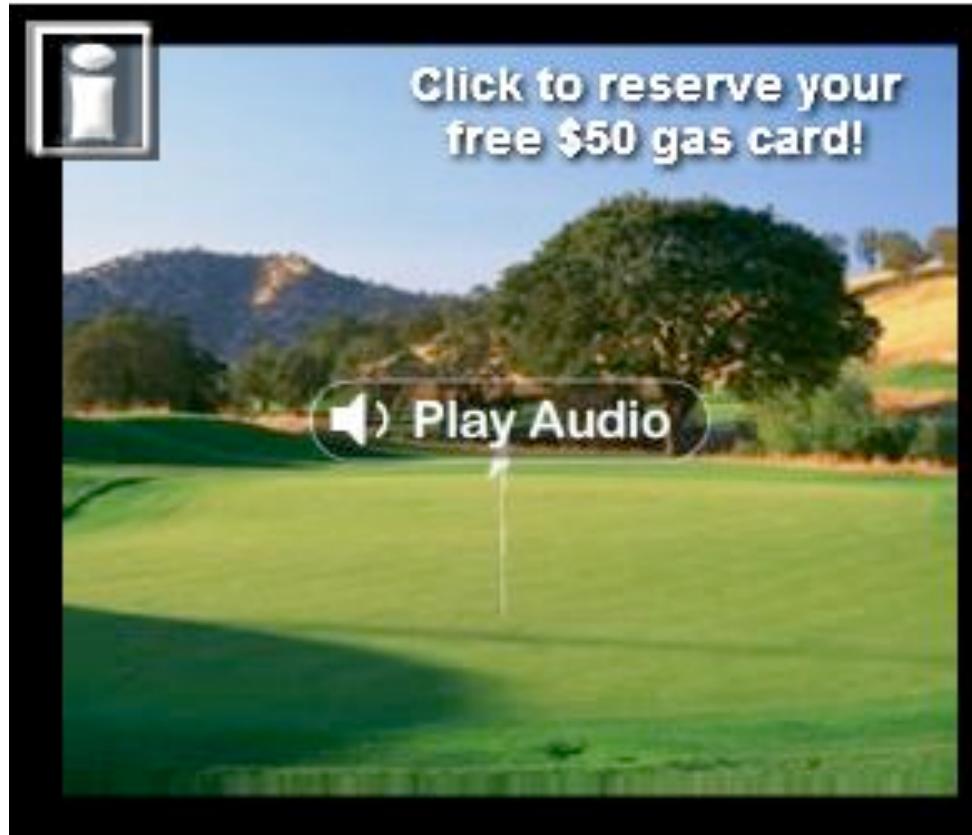


Click for info about the Cellar Circle Wine Club

- **5x higher View Rates vs Banners**
- **+ Brand Exposure (71% viewed)**
- **+ 28% Conversions (Clicks)**



In-Banner VideoAds



- **4x higher View Rates vs Banners**
- **+ Brand Exposure (70% Viewed)**
- **+ 13% Conversions (Leads)**

Self-Serve Ads

Real Estate Blog - What's helping us to sell homes? Video! - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://activerain.com/blogsview/662966/What-s-helping-us

Most Visited Investors Demos

Real Estate Blog - Localism Success ... Sotheby's Sun Valley Video Channel Real Estate Blog - What's helping ...

Find real estate listings in your city:

Bob Sokoler

Home : Blogs : Bob Sokoler : Bob's Blog

What's helping us to sell homes? Video!

I was looking for an extra edge to sell homes and at the same time blow away the competition's listing presentations. We found what we needed when we started doing Exclusive TV Videos.



Bob Sokoler
Louisville, KY
[More about me...](#)
RE/MAX Properties East

Office Phone: (502) 992-4152
Cell Phone: (502) 376-5483
[Email Me](#)

Tags

Links

- [The Medley Sokoler Team](#)
- [Bob Sokoler Web Site](#)
- [We Sell Louisville](#)

Archives

- [December 2006 \(1\)](#)
- [March 2007 \(1\)](#)
- [October 2008 \(1\)](#)
- [September 2008 \(2\)](#)
- [August 2008 \(2\)](#)
- [July 2008 \(3\)](#)
- [June 2008 \(3\)](#)
- [May 2008 \(1\)](#)

Brazil Living - The New Investment Paradise - Mozilla Firefox

File Edit View History Bookmarks Tools Help

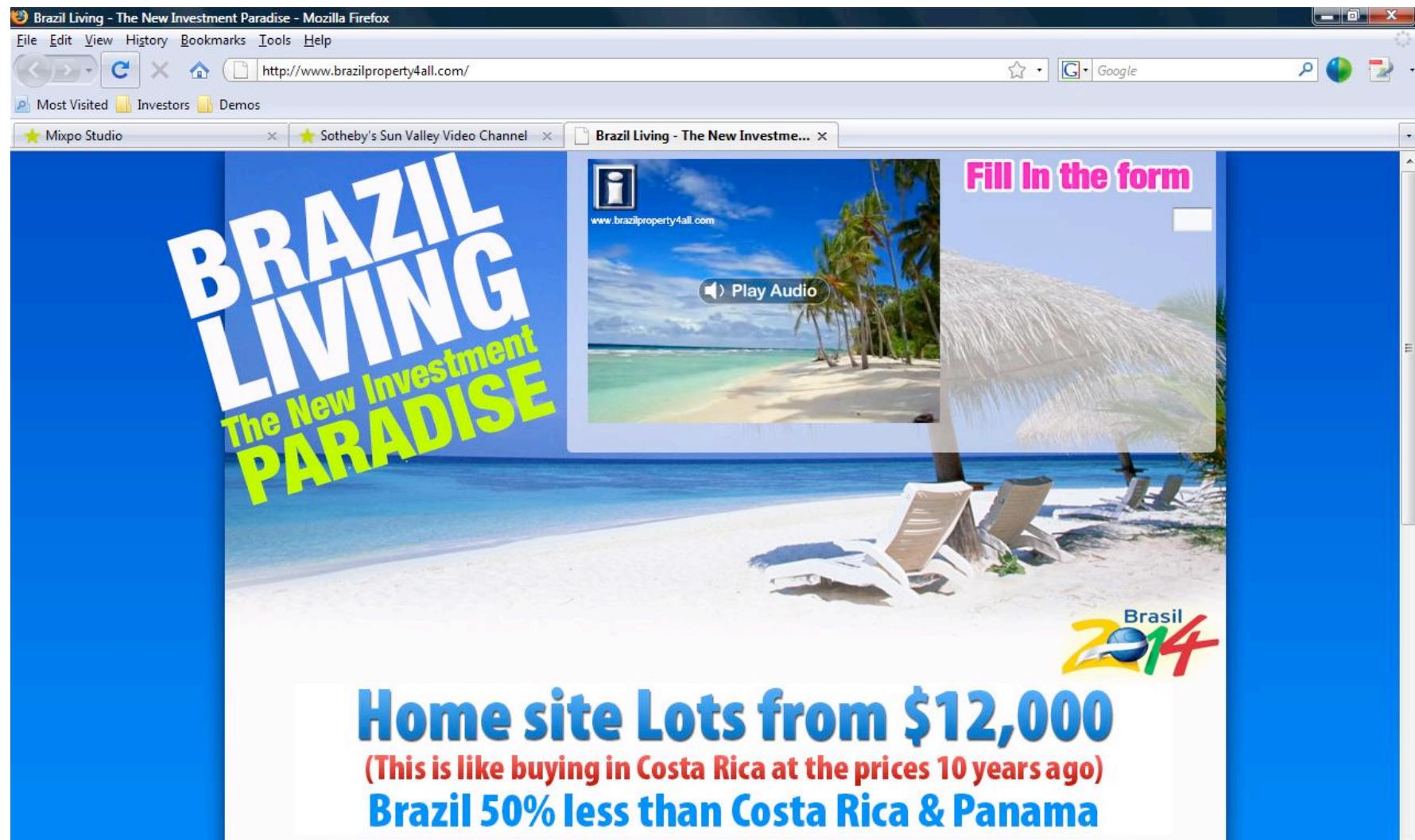
http://www.brazilproperty4all.com/

Most Visited Investors Demos

Mixpo Studio

Sotheby's Sun Valley Video Channel

Brazil Living - The New Investme...



BRAZIL LIVING
The New Investment
PARADISE

Fill In the form

www.brazilproperty4all.com

Play Audio

Brasil 2014

Home site Lots from \$12,000
(This is like buying in Costa Rica at the prices 10 years ago)
Brazil 50% less than Costa Rica & Panama

Sotheby's Sun Valley Video Channel - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/container?id=730251b0-7588-45ea-9e55-a52143c1dd79

Most Visited Investors Demos

Mixpo Studio Sotheby's Sun Valley Video Channel



Click for the latest listings

The ultimate private residence or sporting club within 1 hour of Sun Valley. 1444 acres with 3.5 miles of Silver Creek and The Little Wood River flowing through.

ON OFF

0:02/1:00

Sotheby's Sun Valley Video Channel

About Sun Valley Online

SunValleyOnline.com is the Wood River Valley's home on the web! By providing a comprehensive source for daily breaking news, blogs, entertainment, marketplace advertisements, SunValleyOnline.com brings community members and visitors together to communicate about issues and timely Valley matters. Create your free email account, browse our marketplace of free classified ads, post messages on our blogs, plan your vacation to the Valley, and much more!

821 Countryside Blvd
Hailey Idaho 83333
United States

Link to this VideoAd

<http://www.mixpo.com/videoad/cwJRsHWfF>

Find this VideoAd at:



ANALYZE: The Dashboard

Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Account Settings

Manage Your VideoAds Create a New VideoAd Business Profile Help

Your VideoAds Create a New VideoAd

Select all

Sotheby's Sun Valley Video Channel

Impressions: 9141 Views: 3887 Interactions: 999 Conversions: 1653 Avg. viewed: 58%

Publishing Edit Duplicate X

Created: January 27, 2008 at 10:44 AM

Include in Analytics Notes

Sun Valley Twin Creeks Neighborhood

Impressions: 925 Views: 153 Interactions: 10 Conversions: 10 Avg. viewed: 60%

Publishing Edit Duplicate X

Created: January 4, 2008 at 18:43 PM

Include in Analytics Notes

Copy of Your Restaurant

No Data Available

All Time

VideoAd Activity

Impressions, Views, Conversions

Playthrough and Conversion Profile

Replay

Viewer Locations

Map, Satellite, Hybrid

Referring Sites

Recent Referrers, Top Embeds

Host

- http://dms.mixpo.com About 25 minutes ago.
- http://mail.google.com About 2 months ago.
- http://es.mg40.mail.yahoo.com About 3 months ago.
- http://www.mixpo.com About 6 months ago.
- http://ams.mixpo.com About 6 months ago.
- http://del.icio.us About 8 months ago.
- http://mail.google.com About 8 months ago.
- http://www.mac.com About 8 months ago.

Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Back Forward Stop Refresh http://www.mixpo.com/studio/ Account Settings

Most Visited Investors Demos

Manage Your VideoAds **Create a New VideoAd** **Business Profile** **Help**

Your VideoAds **Create a New VideoAd**

Select all

Sotheby's Sun Valley Video Channel



Impressions: 9141 Views: 3887 Interactions: 999 Conversions: 1653 Avg. viewed: 58%

Publishing **Edit** **Duplicate** **X**

Created: January 27, 2008 at 10:44 AM

Include in Analytics **Notes**

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Created: January 4, 2008 at 18:43 PM

Include in Analytics **Notes**

Copy of Your Restaurant



No Data Available

VideoAd Activity **All Time** **?**

Impressions Views Conversions

Playthrough and Conversion Profile **?**

Replay

Viewer Locations **?**

Map Satellite Hybrid

Referring Sites **?**

Recent Referrers Top Embeds

| Host | Time |
|-------------------------------|-----------------------|
| http://dms.mixpo.com | About 25 minutes ago. |
| http://mail.google.com | About 2 months ago. |
| http://es.mg40.mail.yahoo.com | About 3 months ago. |
| http://www.mixpo.com | About 6 months ago. |
| http://ams.mixpo.com | About 6 months ago. |
| http://del.icio.us | About 8 months ago. |
| http://mail.google.com | About 8 months ago. |
| http://www.mac.com | About 8 months ago. |

Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Account Settings

Manage Your VideoAds Create a New VideoAd Business Profile Help

Upload Media ?

Select a Starting Point

Categories: Real Estate Sort by: Newest

Real Estate

All

Arts and Entertainment

Automotive

Computers and Electronics

Education and Training

Food and Dining

Health and Medicine

Home Improvement

Politics and Public Issues

Professional Services

Real Estate

Retail

Travel and Tourism

Other

New VideoAd

Residential cleaning template

Interior Design template

Real Estate Broker template

Construction - Local

Start from scratch

0:00 Select

0:34 2008 Oct 08 Select

0:42 2008 Oct 03 Select

0:45 2008 Aug 28 Select

0:46 2008 Aug 25 Select

Construction - On Time & I...

Construction - Customized ...

Construction - Quality Craft...

Construction - Sustainable ...

0:41 2008 Aug 23 Select

0:38 2008 Aug 22 Select

0:39 2008 Aug 22 Select

0:35 2008 Aug 14 Select

Table construction.

On time. On budget.

Custom building and remodeling.

We turn dreams into reality.

Quality construction.

Remodeling, renovation, restoration.

Green construction.

Sustainable building practices and materials.

◀ ▶



CREATE OPTIONS: Advertiser's Content

Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Visuals Overlays Sound Narration Description

Add Video or Images from

- + Your Computer
- + Our Stock Library
- + Your Media Library
- + Upload Media to Your Library
- Delete Video or Image

Click for the latest listings

The ultimate private residence or sporting club within 1 hour of Sun Valley. 1444 3.5 miles of Silver Creek and The Little Wood River flowing through.

0:00 / 1:00

0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04 0:04

Cancel Save and Publish

The screenshot displays the Mixpo Studio software interface. At the top, the title 'CREATE OPTIONS: Advertiser's Content' is prominently shown. Below the title, the browser's address bar indicates the URL 'http://www.mixpo.com/studio/'. The interface includes a menu bar with 'File', 'Edit', 'View', 'History', 'Bookmarks', 'Tools', and 'Help'. A toolbar with standard browser icons (back, forward, search, etc.) is also visible. The main content area features a video player showing a scenic landscape with a river and autumn foliage. A red circular overlay with the text 'Click for the latest listings' is overlaid on the video. Below the video, a caption reads: 'The ultimate private residence or sporting club within 1 hour of Sun Valley. 1444 3.5 miles of Silver Creek and The Little Wood River flowing through.' A timeline at the bottom shows a sequence of 14 video clips, each labeled '0:04'. On the right side, there are tabs for 'Visuals', 'Overlays', 'Sound', 'Narration', and 'Description', with 'Visuals' currently selected. A sidebar titled 'Add Video or Images from' provides options to upload media from 'Your Computer', 'Our Stock Library', 'Your Media Library', 'Upload Media to Your Library', and 'Delete Video or Image'. At the bottom, there are 'Cancel' and 'Save and Publish' buttons.

Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Account Settings

VideoAd Publishing Options: Legal - Bankruptcy

Customize Embed on Your Site Ad Rotation Syndication Sharing

Embed Size [?](#)

800x600 pixels (biggest size)
 640x480 pixels (big size)
 320x240 pixels (small size)
 300x250 pixels (standard ad unit size)

VideoAd Identifier [?](#)
d7efbadd-0e93-407e-81ca-51896740b945

[Copy to Clipboard](#)

Auto Play [?](#)

Yes, Auto Play with Audio Muted Play [Continuously](#) ▾
 Yes, Auto Play with Audio On
 No, Click to Play

Embed Code [?](#)

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" id="playerMock" codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swflash.cab" width="640" height="480"> <param name="movie" value="http://swf.mixpo.com/player/main.swf" /> <param name="quality" value="high" /> <param name="bgcolor" value="#000000" /> <param name="allowScriptAccess" value="always" /> <param name="allowFullScreen" value="true" /> <param name="flashvars" value="guid=d7efbadd-0e93-407e-81ca-51896740b945&host=www.mixpo.com&forcePlay=true" /> <embed src="http://swf.mixpo.com/player/main.swf" quality="high" bgcolor="#000000" width="640" height="480" name="playerMock" align="middle" play="true" loop="false" quality="high" allowScriptAccess="always" allowFullScreen="true" flashvars="guid=d7efbadd-0e93-407e-81ca-51896740b945&host=www.mixpo.com&forcePlay=true" type="application/x-shockwave-flash" pluginspage="http://www.adobe.com/go/getflashplayer"> </embed> </object> <a href="http://www.mixpo.com" style="font-size: 10px; display: block">VideoAd by Mixpo</a>
```

Select to include 'VideoAd by Mixpo' link under your VideoAd.

Select to enable Flash® Player upgrade message if needed (JavaScript™ required).

[Copy Embed Code](#)

VideoAd Status: Published

[Cancel](#) [Save and Publish](#)

Mixpo Studio - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mixpo.com/studio/

Most Visited Investors Demos

Account Settings

VideoAd Publishing Options: Legal - Bankruptcy



Mixpo hosts your VideoAd on its own home page and can automatically optimize your VideoAd for search.

Tip

- To preview your VideoAd home page, go to the Dashboard and click the thumbnail.

Customize **Embed on Your Site** **Ad Rotation** **Syndication** **Sharing**

Direct Link to Your VideoAd 

Copy this URL and paste it into your browser address box to view your VideoAd home page.

<http://www.mixpo.com/videoad/Legal-Bankruptcy/1-63Q6TQH6BylGJZ0C5RQ>

Copy Direct Link

This VideoAd's Business information is currently incomplete!

To increase the likelihood that customers will locate your VideoAd through Internet search, fill out the business name, description, and keywords fields in your Business Profile. To see the Profile, click Save and Publish, and then click the Business Profile tab.

Automatic SEO 

Select to automatically submit your VideoAd to the world's most popular search engines so customers can easily find it.

Auto-Submit to Search Engines



YouTube Syndication 

Syndicate to YouTube Use Mixpo's YouTube account
 Use my own YouTube account

VideoAd Status: Published

Cancel **Save and Publish**

- **Video Advertising is growing rapidly**
- **Make more money with VideoAds**
- **Bring easy & effective advertising to your Advertisers**
- **Offer VideoAds as rep-assisted or self-serve models**