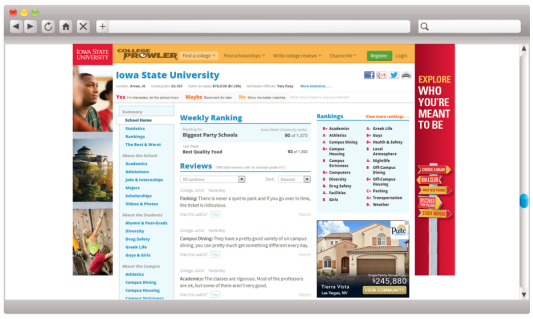
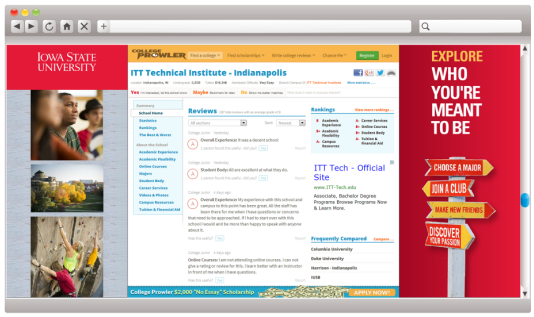
LIQWID® Ads vs. Wallpaper/Takeover/Skin

One "Pill" Makes the Difference in Minutes



BEFORE



AFTER

A single Liqwid tag is placed in the HEADER of the webpages, enabling any site for delivery of premium LIQWID® Ads and incremental revenue stream in minutes.

Advertisers, including national, are moving to Liqwid Ads for a number of reasons. They can approve a single Liqwid Ad unit, know that it can easily be put across multiple sites, geo-target with dayparting capabilities, receive detailed reporting across the campaign and across sites, and pay for actual views with 100% of the creative having been shown, always.

Quality	LIQWID® Ads	Wallpaper/Takeover/Skins
Ad Unit/Creative		
Dynamic, Interactive Ad Creative	Include any kind of media: animated images and flash, rich media, social media, games, e-commerce, apps, video, parallel HTML, dHTML or HTML5 content, database-driven dynamic creative, etc.	Static flat background image.
Video	Flash HTML5 based cross-all-devices	Not available

	(can be hosted by Liqwid or third-party providers)	
Rich Media	Any third-party Rich-Media or Liqwid based support	Not available
HTML5	Full support (can be hosted by Liqwid or third-party providers)	Not available
Third-party (Social media) and Apps	Full HTML5 support	Not available
IAB standard-size display ads	Full support via Liqwid Capsule	Not available
Click Options	Unlimited number of click options [trackable] including event, e-commerce, games etc. when viewers do not have to leave the publisher page.	A single click-through option
Responsive Design/Creative	Instantly reconfigures and scales itself when delivered, regardless of the ad size, dimensions or placement location, to fit on any device, any website or mobile property including responsive properties and in any space.	Not applicable
Delivery		
Ad Rotation	Multiple ads can rotate in a specified by user order based on Viewer-directed Placement technology, effectively utilizing all available viewable inventory splitting it intelligently between multiple, national and local, advertisers based on campaign goals.	Cannot rotate similar to display ads; therefore limit the publishers to a single advertiser (pay-per-day) model. Could not be sold and delivered having two different ads running on left and right side of the content.
Cross Websites Delivery	Any site can be ready to deliver Liqwid Ads in minutes by placing a single, one-time tag.	Cannot be distributed cross different domains easily without custom implementation or adjustment for each individual publisher properties preventing national advertisers cross publishers campaigns.
Cross Placement/Devices Delivery	A single ad creative unit runs on any space on any device including tablet and mobile. Same creative that can show outside of the content page on	Computer screens only

	computer screen can show as Base or Leaderboard on tablets and mobile.	
Delivery to Responsive Properties	A single responsive ad unit that adapts to any size on any screen can be utilized for campaigns on the properties with fixed-size and/or responsive layout.	Not applicable
Dayparting	Viewer-directed Placement (VDP) technology allows for scheduling based on viewers local time [dayparting] and geo-targeting that enables the publishers with a local audience to participate in national campaigns.	Not available based on a viewer's local (system's) time.
Campaign Management and Optimization based on the Goals	Full control and management of delivery based on a number of parameters: higher clicks, higher reach, higher click rate, geo-targeting, dayparting based on the audience local time with daily or hourly caps, frequency caps etc.	Ads run on every impression with no control over ad delivery details and parameters regardless of what was actually viewed by viewers.
Cropping Zones requirement for creative message	Not Required – the entire ad area can be utilized for a creative/message	Required – only a small part of the actual ad area can contain a creative/message to avoid cropping on smaller screens.
Reporting		
Measurability	Liqwid reports based on viewers local time and creates a record for each individual Impression with the size of the ad rendered, time for each ad being in view, geo location of the viewer and substantial analytics available. This enables publishers to a high CPM(V) models and/or reporting and analytics that agencies and CMOs expect.	There is no reliable reporting data associated with Wallpaper for a meaningful analysis of the campaigns effectiveness as there is no reliable way to report on which part of the ad [message] was viewed and by how many different people, and if any at all.
Online Reports	Reports include [viewable] impressions, average view time, clicks, click rate, direct response rate, average frequency, average ad size and more. The reporting data delivered in 15-minute increments.	Not available
Analytical Repots	Available per advertiser or publisher request (see sample at: http://www.liqwid.com/downloads/dayparting_and_click_rate_metrics.pdf)	Not available
Advertising Value		

Branding	High-Impact Digital Branding. Delivers large, magazine-quality ads with a consistent ad viewer's experience on any screen. The ad creative is viewable 100% for a billable impression always.	Wallpaper ads do not fit the empty space dimensions – if the space is bigger then there is still an empty space on the screen that may look like something is broken; if the space is smaller on smaller screens then the ad is cropped and there is no way to know how many people see the ad cropped or not at all. And even if they would – what good it gives to advertiser to know that some people seen only some part of the ad? Potential negative outcome of delivering cropped message or not at all.
Viewability	100% of the creative is in view when rendered.	Ads can be cropped or not viewed at all for unknown number of people.
Click-Through Rate	Reportedly, one of the highest click rates (CTR) and Direct Response rate (number of unique viewers clicked) in the industry delivering consistently on national and local markets campaigns.	There is no reliable way to determine Click Rate or Direct Response Rate as the number of viewers who actually viewed the ad, and which part of its message, is unknown. Any Rate with Wallpapers will be substantially skewed by unknown number of Impressions counted when the ad was not viewed at all.
Implementation		
One Step Implementation	Any site (or number of sites) can be ready to deliver Liqwid Ads in minutes by placing a single tag.	It takes multiple steps and can involve coding to implement each campaign with takeovers, wallpapers, bookends, regardless of what service or method used.
Simple Ad Operations	Launch campaigns and control ad delivery through a simple point and click dashboard with no tag management needed at all.	Launching campaigns requires additional tag management, coding and testing.

Business Model, Pricing and Inventory		
CPM and CTR	Liqwid enables publishers for a high CPM(V) models and/or reporting and analytics that agencies and CMOs eventually expect. Any model can be utilized by publisher (pay-per-day, flat fee etc.) and Liqwid reporting system allows for a meaningful statistical data analysis and ad placements structure to accommodate any business model or combination of different models (for example for local and national campaigns etc.)	Wallpapers and Takeovers are not allowed for CPM based model as there is no reliable report possible because they delivered irrespective to the viewer's screen size and there is no reliable way to report on which part of the ad was viewed by different people if any at all; therefore there is no reliable report available on CTR.
Inventory Management	Liqwid Inventory Analyzer allows for an accurate analysis of the available and sold inventory enabling the publishers for efficient and dynamic pricing and inventory utilization.	Not available