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BEST PRACTICES

AWARDS

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2020 BEST PRACTICES AWARD

vidmob

2020 NORTH AMERICAN CREATIVE INTELLIGENCE
TECHNOLOGY INNOVATION LEADERSHIP AWARD

Contents

<i>Background and Company Performance</i>	3
<i>Industry Challenges</i>	3
<i>Technology Leverage and Business Impact</i>	4
<i>Conclusion</i>	7
<i>Significance of Technology Innovation Leadership</i>	8
<i>Understanding Technology Innovation Leadership</i>	8
<i>Key Benchmarking Criteria</i>	9
<i>Technology Leverage</i>	9
<i>Business Impact</i>	9
<i>Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices</i>	10
<i>The Intersection between 360-Degree Research and Best Practices Awards</i>	11
<i>Research Methodology</i>	11
<i>About Frost & Sullivan</i>	11

Background and Company Performance

Industry Challenges

In the past two decades, digitalization has picked up pace, significantly impacting individuals and enterprises. Enterprises have experienced a large number of previously manual processes become digitized while consumers have also become tech-savvy, increasingly preferring to interact with brands online.

The shift of consumer preferences towards online platforms has been followed by brands and marketers making fundamental changes to how they communicate with customers. Brands are increasingly doubling down on maintaining a strong online presence, with an emphasis on eCommerce and social media. The advertising industry has arguably felt the greatest impact of digital transformation as brands move away from conventional advertising, on media such as television and newspapers, to mobile video. Among the gamut of media and platforms available to advertisers, social media platforms are most preferred as they offer a deeper understanding of user behavior and also provide larger timeshare as compared to static websites (e.g., news platforms and eCommerce sites).

Marketers today unanimously prefer digital media primarily due to the customizable nature of campaigns. Brands can track, measure, and control how, when, where and what ads are shown and to which audience. However, such granular control and customization abilities pose unique challenges and problems that marketing teams must contend with. For example, with the rising number of social media apps, and an increasing number of brands competing for attention, it is challenging to capture and hold audience interest. Creative, naturally, has become a key focus for marketers.

Frost & Sullivan notes that advertising creative must be crafted with care to resonate emotionally with target audiences. Today, there is great variability in ad formats and creative best practices across the digital ad landscape, which means advertisers must produce a large array of assets, predominantly video, to support a campaign. Moreover, the shelf life of creative assets in the digital world is comparatively lower than creatives for conventional media, compelling advertisers to refresh content more frequently. Marketers are under mounting pressure to produce more creative assets, faster than ever before, which is challenging to do while maintaining a high-quality bar.

Furthermore, as digital marketing and social media advertising has grown, companies are coming face-to-face with the reality that their advertising business models are inadequate and inefficient. Specifically, companies are discovering they do not have the large team of in-house content creators needed to churn out the high volume of creative assets required to sustain an online advertisement campaign cost-effectively. At a time when a number of functions in the advertising value chain have been automated, creative building processes are still largely manual, making the process costly and time-consuming.

Hence, there is an urgent need for technology solutions that enable marketers to generate high quality creative, quickly, and at scale. Since quality can be subjective, marketers are also looking for tools to objectively measure creative performance. Of all campaign

variables (i.e. targeting, timing, budget, placement) creative has by far the greatest impact on business outcomes.

Technology Leverage and Business Impact

Commitment to Innovation

VidMob, a company focused on creative performance for digital advertising, has designed an innovative technology platform that allows marketers to create, analyze, and optimize their video advertisements across the digital advertising landscape. The company's Creative Intelligence software reveals the visual elements in ads that impact consumer response and ads are then improved to boost performance.

The digital marketing ecosystem comprises a number of participants including advertisers, marketers, agencies and publishers. During the last few years, when digital video-based advertising took priority over conventional advertising media, established workflows and set processes proved unfit. As a result, it was necessary for the industry to embrace business models and creative processes capable of meeting the needs of the modern advertising world.

In recognition of this reality, VidMob designed its Agile Creative Studio platform to break silos surrounding individual stakeholders in the advertising value chain. Frost & Sullivan notes the platform acts as a one-stop shop for producing ads, tracking creative performance and optimizing assets mid-campaign, a feat competitors are unable to achieve with such efficiency and accuracy.

In addition to workflow tools that streamline creative planning and communications, the Agile Creative Studio provides real-time creative performance data that tell marketers which ads are working and how to fix ads that are underperforming. As noted by global enterprise brands like ABI and Ulta, VidMob has been instrumental in helping brands scale creative and dramatically improve creative performance.

The Agile Creative Studio also acts as a bridge between brands and top tier content creators worldwide, subsequently leveraging their expertise to create content that appeals to local audiences.

Frost & Sullivan believes VidMob's Agile Creative Studio is one of the most innovative solutions available to marketers and advertisers seeking greater speed, agility, and accuracy to their advertising content creation and campaign reporting processes. VidMob's platform emerges as a highly mature offering with a number of functionalities notably absent from competing solutions.

Technology Incubation

In the recent years, automation has been at the center of enterprise digital transformation, with a number of business functions either fully or partially automated. As a result, employees can focus on more complex and cognitive tasks. However, automation has not been able to impact all functions equally, with some remaining highly manual to date. Nowhere is this more clearly visible than with creative tasks, where AI-based tools have not been able to replicate the creative abilities of a content creator. VidMob

recognizes this obstacle and hence uses AI to give content creators access to creative insights that improve and expedite decision making.

VidMob's Agile Creative Studio platform provides marketers with comprehensive real-time creative performance tracking, thus enabling granular, insightful visibility over the performance creatives running on media such as social and digital channels. Using the platform, marketers can compare the performance of individual creatives against one another across dimensions such as audience, ad format and campaign objective. VidMob's analysis goes beyond the creative itself to examine every visual element, helping advertisers understand how and why audiences respond. Agile Creative Studio can track the impact of details such as logos, fonts, objects, animals, and even facial expressions. Armed with such granular intelligence, advertisers can make subtle changes on the fly, thus improving campaign performance over time. VidMob's creative intelligence software also provides Mobile Fitness Score™, a now widely used measurement of compliance with mobile best practices. No other competing platform at present provides such insightful visibility, making it possible for marketers and advertisers to coordinate their efforts and thus ensure a campaign achieves its objectives.

Beyond providing creative intelligence for marketers, VidMob's Agile Creative Studio serves as a powerful collaboration tool for brands and content creators. Using the platform, marketers can connect to content creators around the world and find the best-suited individual or team of content creators to create an effective campaign. To that end, VidMob maintains a network of creative professionals including editors, animators, and motion graphic designers across 83 countries. The platform's creative production module further allows seamless collaboration between campaign stakeholders using built-in communication and feedback tools. In addition, the platform provides a wide range of functionalities such as automated quality assurance, creative asset management, and access to an extensive library of stock footage, useful when brands lack necessary assets for ad creation. In essence, the company's Agile Creative Studio has helped digitize and automate the largely manual workflow of ad creation, publishing, and performance tracking to accelerate and improve the process.

Frost & Sullivan research reveals that by combining the worlds of advertisers, marketers, and content creators, VidMob's platform effectively reduces the cost and time involved in creating a large volume of creatives, empowering brands to run successful campaigns on social and digital platforms. Moreover, by addressing the end-to-end spectrum processes involved in the advertising value chain, VidMob has achieved a significant competitive advantage over its competitors and set a standard for the industry to follow.

Commercialization Success and Customer Acquisition

Advertising via online platforms involves a number of stakeholders. The importance of collaboration and mutual trust between partners is more crucial than ever as changing data privacy regulations force marketers and social media channels to change their data management practices.

VidMob maintains strong partnerships with social and digital media channels such as Facebook/Instagram, Google/YouTube, Snapchat, Pinterest, LinkedIn, Twitter, TikTok,

Hulu, Verizon Oath and Amazon. Owing to its connection with such industry-leading advertising channels, VidMob has been able to provide brands with granular and insightful campaign intelligence in compliance with regional privacy regulations. The partnerships have also allowed brands using the VidMob platform to quickly publish creatives to the social media Ad Manager of their choice. Frost & Sullivan notes that VidMob has earned the trust of major social media platforms by using their channels to launch successful advertisement campaigns. Numerous awards and accolades received from companies such as Instagram, Apple, and Twitter are a testament to VidMob's social media advertising understanding and expertise. Notably, VidMob has completed a Type 2 SOC2 examination without exception which reflects a commitment to data security and internal controls.

Throughout the years, VidMob has also worked with over 4,300 brands including some of the leading brands in business-to-consumer and business-to-business advertising and has successfully executed memorable advertising campaigns over the years. Some of the company's notable clients include ABI, Johnson & Johnson, and Ulta.

VidMob's enabling role in driving advertising campaigns and brands towards success is made clear by the numerous testimonials they have received from their clients for whom VidMob has become an indispensable part of the creative strategy. Below testimonials are accurate portrayals of the value that VidMob has added to its clients.

"VidMob delivered the new creative optimizations within a few days that actually performed way better, increasing our engagement by over 30%. This is AI turned into practice in an extremely handy tool for us marketers. That's exactly the definition of better, faster, cheaper."

Nilson Kalili, Head of Marketing ZX Ventures, an AB InBev company.

"VidMob shared eye-opening creative insights that we were able to take immediate action on to make our ads work harder. Optimizing our Sugar Rush assets based on objective creative data led to incredible results, 2X lift in ROAS!"

Troy Hayes, Video Manager, ULTA

Human Capital and Financial Performance

VidMob was founded in 2014 by Alex Collmer, Jason Donnell and Craig Coblenz in New York City, and has since expanded to more than 10 offices globally, with approximately 130 employees on 4 continents. Since its founding, the company has counted philanthropy as one of its key missions and donates a portion of every dollar earned to fund pro bono creative services for non-profit organizations around the world. To date, the company has supported more than 100 charities through its non-profit arm VidMob Gives, including the World Health Organization, Equality Now and the Ad Council.

Since its inception, VidMob has amassed \$45 million in funding from leading investors including The Build Group, Manifest Investment Partners, Interlock Partners and You & Mr Jones Brandtech Ventures. The company has also been highly successful in growing its international business, and has experienced 35x revenue growth between 2017 and 2019 alone.

Conclusion

As companies transition from traditional media to digital marketing, there is a need for innovative advertising strategies. VidMob's Agile Creative Studio platform helps marketers, advertisers, and content creators cost-effectively execute successful ad campaigns on digital media platforms. By reducing time-consuming manual content creation, tracking ad performance, and efficiently keeping up with the volume and variety of creative necessary to effectively advertise on digital platforms, VidMob's technology has the potential to revolutionize the creative intelligence industry.

For its thought leadership, technical excellence, and unmatched commitment to innovation, VidMob is recognized with Frost & Sullivan's 2020 Technology Innovation Leadership Award in the North American creative intelligence industry.

Significance of Technology Innovation Leadership

Technology-rich companies with strong commercialization strategies benefit from the demand for high-quality, technologically innovative products that help shape the brand, resulting in a strong, differentiated market position.



Understanding Technology Innovation Leadership

Technology innovation leadership recognizes companies that lead the development and successful introduction of high-tech solutions to customers' most pressing needs, altering the industry or business landscape in the process. These companies shape the future of technology and its uses. Ultimately, success is measured by the degree to which a technology is leveraged and the impact it has on growing the business.

Key Benchmarking Criteria

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated 2 key factors—Technology Leverage and Business Impact—according to the criteria identified below.

Technology Leverage

Criterion 1: Commitment to Innovation

Requirement: Conscious, ongoing development of an organization's culture that supports the pursuit of groundbreaking ideas through the leverage of technology.

Criterion 2: Commitment to Creativity

Requirement: Employees rewarded for pushing the limits of form and function by integrating the latest technologies to enhance products.

Criterion 3: Technology Incubation

Requirement: A structured process with adequate investment to incubate new technologies developed internally or through strategic partnerships.

Criterion 4: Commercialization Success

Requirement: A proven track record of commercializing new technologies by enabling new products and/or through licensing strategies.

Criterion 5: Application Diversity

Requirement: The development of technologies that serve multiple products, multiple applications, and multiple user environments.

Business Impact

Criterion 1: Financial Performance

Requirement: Overall financial performance is strong in terms of revenue, revenue growth, operating margin, and other key financial metrics.

Criterion 2: Customer Acquisition

Requirement: Overall technology strength enables acquisition of new customers, even as it enhances retention of current customers.

Criterion 3: Operational Efficiency

Requirement: Staff is able to perform assigned tasks productively, quickly, and to a high quality standard.

Criterion 4: Growth Potential

Requirements: Technology focus strengthens brand, reinforces customer loyalty, and enhances growth potential.

Criterion 5: Human Capital

Requirement: Company culture is characterized by a strong commitment to customer impact through technology leverage, which enhances employee morale and retention.

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate award candidates and assess their fit with select best practices criteria. The reputation and integrity of the awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify award recipient candidates from around the world	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging industries • Scan multiple regions 	Pipeline of candidates that potentially meet all best practices criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best practices criteria • Rank all candidates 	Matrix positioning of all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best practices criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best practices positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized award candidates
6 Conduct global industry review	Build consensus on award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible award candidates, representing success stories worldwide
7 Perform quality check	Develop official award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best practices award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select recipient 	Decision on which company performs best against all best practices criteria
9 Communicate recognition	Inform award recipient of recognition	<ul style="list-style-type: none"> • Announce award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of award and plan for how recipient can use the award to enhance the brand
10 Take strategic action	Upon licensing, company is able to share award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess award's role in strategic planning 	Widespread awareness of recipient's award status among investors, media personnel, and employees

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of the research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, resulting in errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, helps clients accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The company's Growth Partnership Service provides the CEO and the CEO's growth team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages nearly 60 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on 6 continents. To join Frost & Sullivan's Growth Partnership, visit <http://www.frost.com>.