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## INNOVID Corporate Fact Sheet

### Fast Facts

Founded:	2007
Industry:	Interactive Pre-roll Video Advertising and Ad Serving/Analytics Technology
Headquarters:	New York, NY
Other Offices:	Los Angeles, CA; Chicago, IL; Tel Aviv, Israel; Philippines
Total Impressions:	350 MM to date
Monthly Enabled Impressions:	4.7B
Investors:	Genesis Partners, T-Venture (Deutsche Telecom)

### INNOVID:

Innovid developed the groundbreaking iRoll, which embeds interactive elements in pre-roll video ads making them dynamic and engaging without forcing audiences away from the page. Innovid's proprietary technology provides a seamless integration between videos, embedded images and interactive features, empowering today's marketers to engage their audiences more deeply than ever before. iRoll is the only interactive pre-roll unit with the scale necessary to elevate campaigns to the next level. With integrations across all the top premium publishers and across almost all the top networks, iRoll can provide unprecedented scale not available anywhere else. Beyond ad integration and serving, the company solution includes a back-end analytics dashboard to measure and track engagement.

### Products & Services:

#### For Agencies:

We provide your client with the opportunity to take their traditional television spots and give them a whole new outlook on life, online. Through INNOVID's iRoll product suite, we can help you determine what will work best for your client based on their needs to make their standard Pre-Roll ad interactive and engaging, at scale. But we don't stop there, Innovid will also serve your pre-roll video across the entire buy, regardless if your campaign includes an iRoll interactive unit. This will alleviate the trafficking work and resources on your end, as well as provide a consistent and baseline reporting measurement. Innovid's pre-roll analytics tool offers a real time, deep dive into brand awareness, user engagement and time spent, delivering an in-depth campaign performance overview.

#### For Brands:

We know you've spent hundreds of thousands of dollars and countless hours developing the perfect ad to target your audience on traditional television. But what happens next? Usually, you would repurpose that ad online... but how do you give it new life and take advantage of the online environment that you've placed it in? You make it interactive. You make it social. You make it relevant to your user and THEIR viewing habits. iRoll engage and iRoll apps can do just that, helping you bring more impact and engagement into your online video buy.

#### For Publishers:

Innovid's product suite can provide unique solutions for publishers to take pre-roll campaigns to the next level. Offering multiple formats that can scale, to creative services and expertise, all the way to backend serving and measurement tools; INNOVID AdServer and iRoll Analytics can help your sales team offer a premium solution. We take your clients standard Pre-Roll video and give it new life as an interactive and engaging unit. We can track, measure and report on virtually every interaction the user has with the unit. And if the campaign is running on multiple publishers or video networks, we track it there too. Whether interactive or standard, we've got you covered... and make sure we keep your campaigns rolling.

### INNOVID Leadership:

Chief Executive Officer:	Zvika Netter
Chief Technology Officer:	Tal Chalozin
EVP, Products & Services:	Zack Zigdon
SVP, Sales:	Frank Morgano
VP, Operations:	James Weinberg
Director, Marketing:	Rob Banning

**More About INNOVID:**

- 72% of all US video ads are running on iRoll enabled players
- 160 Total iRoll campaigns to date
- 2,100 iRoll enabled sites
- Averaging 38 monthly campaigns (as of April 2011)

**Contact:**

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For additional information, visit [www.innovid.com](http://www.innovid.com)