receptiv
GETS "MEEKERED"

On May 31, **Mary Meeker** released her annual Internet Trends Report, which told us over at Receptiv that we are pretty much killing it. Take a look at how we turn some of her key findings into action on a daily basis!

Mobile is time and money well spent

👁 What Mary sees:

▸ Mobile has finally outpaced desktop in the growth of ad revenue.

▸ Time is money, and that money is the $16B mobile ad spend opportunity based on increasing mobile engagement.

↗ Our reaction:

▸ Receptiv harnesses the industry's fastest growing platform serving as mobile innovators and experts.

▸ Receptiv strategically leverages the in-app space as mobile app time spent outpaces mobile web by a 7:1 ratio.

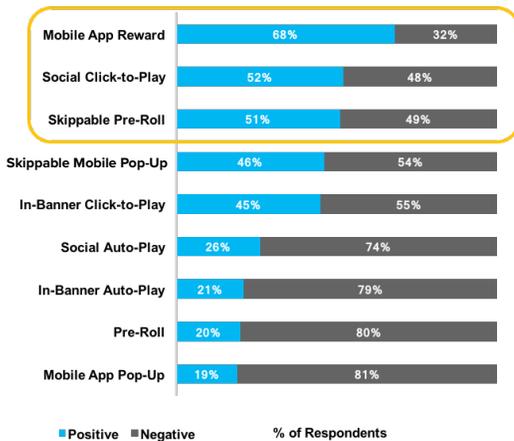**% of Time Spent in Media vs % of Advertising Spending, USA, 2016**
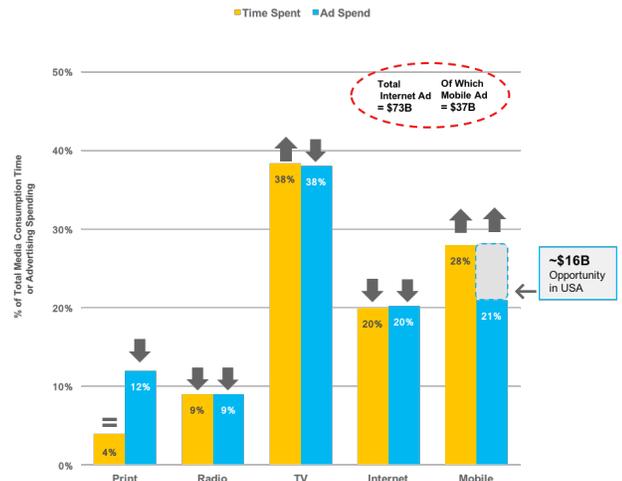
Source: 2017 Mary Meeker Report

Value exchanges deliver the most valuable ads

Incentive-Based + Skippable Video Ads
More Likely to be Viewed Positively, 5/16

How would you characterize your attitude towards the following formats of online video advertising?

Source: 2017 Mary Meeker Report

👁 What Mary sees:

▸ In driving the most positive ad interactions, consumers prefer engaging with mobile app rewards.

↗ Our reaction:

▸ Receptiv's proprietary delivery enables real-time, in-app rewards during contextually relevant moments.

▸ Receptiv's proprietary ad units are engineered for positivity and proven for success as our rewarded units significantly outperform industry VCR and CTR
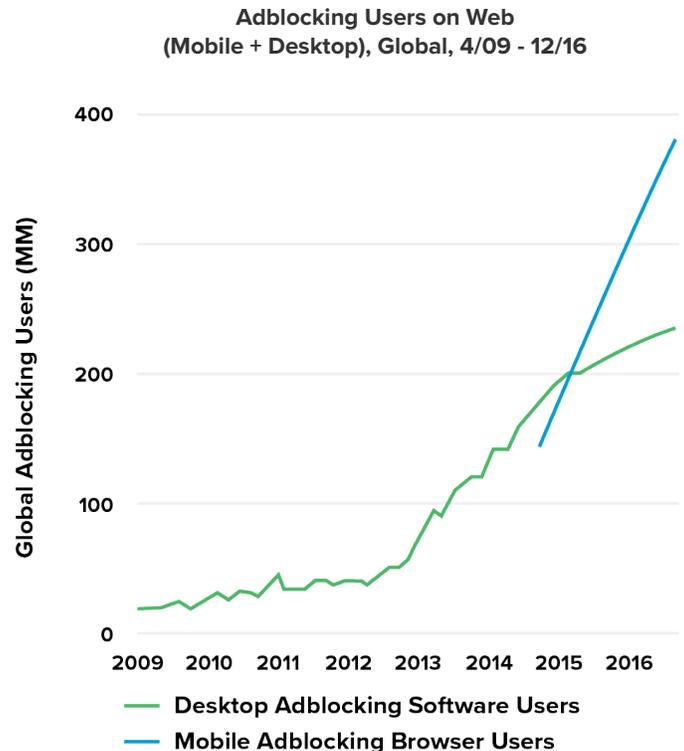
Mobile Ad Blocking: Only the Strong Will Survive

What Mary sees:

▸ Consumers are not afraid to say no, and now this "no" is becoming increasingly prevalent across mobile advertising.

▸ In the last year, more than 200M users have started using ad blockers on mobile web, which is nearly 150M more than on desktop.

Our reaction:

▸ Receptiv's ad performance is proof that people want and prefer these formats.

▸ In app is a safe space for both the brand and the consumer, where ad blocking is very difficult to do.

Adblocking Users on Web
(Mobile + Desktop), Global, 4/09 - 12/16

— Desktop Adblocking Software Users
— Mobile Adblocking Browser Users

Source: 2017 Mary Meeker Report

Receptiv puts human experience at the center of in-app, mobile video advertising to create an unmatched receptive and emotionally motivated user. Receptiv's proprietary delivery technology is engineered to identify the degree and direction of human emotion and build a real-time ad experience that is custom to each unique user — delivering context and value for an exclusive one-to-one mobile brand experience.