

PARTNER SPOTLIGHT

Infolinks Media

Infolinks Media launches InCube ad unit exclusively available through Xandr.

New dynamic 3D unit built to improve audience engagement, viewability and performance.

Infolinks Media, an exclusive ad marketplace that enables advertising with contextual intent targeting and high viewability across exclusive quality publisher placements, today announced the release of their new dynamic ad unit, the InCube. The Infolinks InCube incorporates video, display, native and content into one rotating 3D unit. The innovative unit was developed to improve audience engagement, viewability and performance across multiple ad types in one location and will only be available through Xandr.

Consumers are being inundated with intrusive and irrelevant ads, resulting in poor performance metrics across the industry. According to research, ad viewability rates are in the mid 60% with average CTR at 0.05% for display ads.¹

The InCube incorporates video, display, native and content into one rotating 3D unit and has four panels that automatically rotate clockwise while displaying relevant ad experiences on each panel. The unit aims to encourage audience engagement and provides the viewer complete control to further explore viewed ads or content. With these innovative features, it has been found that viewability rates are in the high 80% and engagement is three times the industry average in-article levels with CTR at 0.75%, well above the standard.

“We are excited to have the opportunity to offer the InCube ad unit exclusively through the Xandr platform,” said Jill Casey, Director, Publisher Account Management at Xandr. “Infolinks has been a long-term partner for us, and we’re thrilled to help launch this innovative ad unit to help increase consumer engagement and performance for our advertiser clients.”



“Banner blindness and ignoring of ads is at an all-time high which is leading to more ad density and intrusion. We wanted a polite but stimulating ad to counter this.

Publishers continue to make less from ads and create more ad units to counter the problem, thereby creating more noise and lower performance. The InCube counters this by creating four ad opportunities in one space if the user engages and spends time with the unit.”

BOB REGULAR
CEO, Infolinks Media

Engagement by the Numbers

80% viewability rates

3x industry average levels of engagement

0.75% click-through rate

¹ MarketingCharts, 2021.