



Eyeview presents Video Outcome Summit New York

The partnership with Beet.TV and Eyeview achieved a number of goals: it presented Eyeview as a leader in the emerging area of video outcomes, and in some ways, the event defined the concept of *video outcomes*.

Oren and the company's senior executives were introduced to many of the 150 attendees at the event. Beyond those in attendance, tens of thousands watched the videos from the event and many more learned about it via a high-impact campaign of social media and marketing programs.

Videos from the session continue to be shared by Eyeview on its website and social channels. <https://www.eyeviewdigital.com/outcomes-summit/>

Through jointly curating speakers and moderators, Eyeview and Beet.TV produced a very well-received event. Together, we filled the hotel conference space. The event continues to be shared and viewed.

Eyeview has been associated with the series by a number of elements. Each video has a pre- and post-roll credit for Eyeview. Eyeview has been mentioned in most of the Tweets and email blasts and is featured in banners and a big retargeting program.

Here are some key metrics:

*Video Views on the Beet player on Beet and Syndicated: 45,000

*Video Views on Twitter, Facebook and Reuters (not provided to Beet.TV)

*Page views of all the series posts: 110,000

*Page views on Huffington Post (not provide to Beet.TV)

*Twitter impressions w/ Video: 225,000

*Email impressions: 60,000

*Banner impressions on Beet.TV pages: 100,000

*Retargeted Banners (via AdRoll): 150,000

Here are the elements of the campaign:

Landing Page with all videos: <https://www.beet.tv/category/eyeview-outcomes>



Outcomes: A Beet.TV Leadership Summit, presented by Eyeview



West Elm's Chatelain On Digital Channels: Start Small, Gauge Results And Ramp Up Successes

Television can drive big awareness, but with digital media brands can take small steps with small budgets and "test and learn" their way to success. This, in essence, is the approach online and brick-and-mortar retailer West Elm has taken during nearly 30 consecutive months of profitability. West Elm has shied away from spending money on



Beet Outcomes Summit: Exploring Lift With Placed, Experian, Facebook, Nielsen Catalina And MediaMath

Analyzing the impact of video advertising reveals not only incremental lift in offline store visits but also the vast difference in quality of inventory from one programmatic exchange to another. These are just two of the takeaways that emerged during a panel discussion by industry professionals at the recent Beet.TV Leadership Summit titled Outcomes, presented



Led By Travel, Marketers' Perception Of Digital Video Driving Sales Is Growing: Sennett's Snaeth



Tweets by @Beet_TV



Interviewees:

David Moore, President, WPP Digital & Chairman, Xaxis

Daniel Slotwiner, Director, Advertising Research, Facebook

Luke Chatelain, Vice President, Innovation, West Elm

Oren Harnevo, CEO, Eyeview

Jim Spaeth, Partner, Sequent Partners

Sam Barber, Creative Director, Eyeview

Andrew Feigenson, Chief Revenue Officer, Nielsen Catalina Solutions

Bob Estrada, EVP & Director of Strategic Partnerships, BBDO NY

Tom Rogers, Exec. Chairman, WinView Games, Chairman & CEO, TRget Media

Andrew Davis, Founder, Monumental Shift

Matt Prohaska, CEO & Principal, Prohaska Consulting

David Shim, Founder & CEO, Placed

Brad Danaher, Television Partnership Director, Experian

Tal Chalozin, CTO & Co-Founder, Innovid

Visuals:

Pre-Roll:



Banners (as seen on Beet.TV):



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Beet Outcomes Summit: Exploring Lift With Placed, Experian, Facebook, Nielsen Catalina And MediaMath



Tweets by @Beet_TV

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Beet Outcomes Summit: Exploring Lift With Placed, Experian, Facebook, Nielsen Catalina And MediaMath

Videos:

Video 1:

Headline: WPP's Moore On The Roles Of Creative, Media Shops In Dynamic Optimization

Beet.TV: <https://www.beet.tv/2017/03/david-moore-3.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-wpps-moore-on-the-roles-of-creative-media_us_58c6fa3ee4b03400023f4a40

YouTube (Beet.TV): <https://www.youtube.com/watch?v=3p1FidQLPTw>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1637738319603889/>

Video 2:

Headline: Facebook's Slotwiner: Advertiser ROI Questions Getting More Sophisticated

Beet.TV: <https://www.beet.tv/2017/03/daniel-slotwiner.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-facebooks-slotwiner-advertiser-roi-questions_us_58c6fa04e4b022817b2915ed

YouTube (Beet.TV): <https://www.youtube.com/watch?v=l33K0AFFpyQ>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1637738339603887/>

Reuters Insider: <http://reut.rs/2nxAmTt>

Video 3:

Headline: In Lieu Of TV Ads, West Elm Embraces Video And Tests Retargeting

Beet.TV: <https://www.beet.tv/2017/03/luke-chatelain.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-in-lieu-of-tv-ads-west-elm-embraces-video_us_58c81ea9e4b03400023f4bbb

YouTube (Beet.TV): <https://www.youtube.com/watch?v=RQ0sPvlwX2w>

Facebook (Beet.TV): <https://www.facebook.com/beetmedia/videos/1639823349395386/>

Reuters Insider: <http://reut.rs/2nBL8Z3>

Video 4:

Headline: Eyeview's Harnevo: Focusing On Business Outcomes Solves Many Digital Media Issues

Beet.TV: <https://www.beet.tv/2017/03/oren-harnevo-2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-eyeviews-harnevo-focusing-on-business-outcomes_us_58c94eabe4b0009b23bd94c2s_58c94eabe4b0009b23bd94c2

YouTube (Beet.TV): <https://www.youtube.com/watch?v=LBzKDH-pcrA>

Facebook: <https://www.facebook.com/beetmedia/videos/1641764659201255/>

Reuters Insider: <http://reut.rs/2nblqOo>

Video 5:

Headline: Video At Inflection Point: From Branding To Driving Sales, Says Sequent's Spaeth

Beet.TV: <https://www.beet.tv/2017/03/jim-spaeth.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-video-at-inflection-point-from-branding-to_us_58c94e69e4b05675ee9c5c18

YouTube (Beet.TV): https://www.youtube.com/watch?v=kVQIGW_IXXI

Reuters Insider: <http://reut.rs/2nbmxxz>

LinkedIn Marketing Solutions Blog:

<https://business.linkedin.com/marketing-solutions/blog/b2b-beat/2017/why-digital-video-is-moving-from-branding-to-sales-tool>

Video 6:

Headline: Future Ads Will Blend Art & Science, Says Eyeview's Barber

Beet.TV: <https://www.beet.tv/2017/03/17/outcomeseyeviewbarber.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-future-ads-will-blend-art-science-says-eyeviews_us_58d08533e4b0e0d348b34732

YouTube (Beet.TV): <https://www.youtube.com/watch?v=HuNYY48H83s>

Reuters Insider: <http://reut.rs/2nK1IWx>

Video 7:

Headline: Better Measurement Can Plug Digital Targeting Gaps: Nielsen Catalina's Feigenson

Beet.TV: <https://www.beet.tv/2017/03/andrew-feigenson-3.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-better-measurement-can-plug-digital-targeting_us_58d08563e4b0537abd957439

Twitter (Nielsen Catalina Solutions):

<https://twitter.com/ncsolutions/status/843816273523937280>

Reuters Insider: <http://reut.rs/2nJOglD>

Video 8:

Headline: BBDO's Estrada On The Importance Of Partnerships To Leverage Creative Options

Beet.TV: <https://www.beet.tv/2017/03/bob-estrada.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-bbdos-estrada-on-the-importance-of-partnerships_us_58d08597e4b0e0d348b34735

YouTube (Beet.TV): <https://www.youtube.com/watch?v=Z4tTibWMHFc>

Facebook: <https://www.facebook.com/beetmedia/videos/1652992294745158/>

Reuters Insider: <http://reut.rs/2mE0egw>

Video 9:

Headline: Amid Audience Declines, TV Networks Must Prove Outcomes: Tom Rogers of

WinView Games

Beet.TV: <https://www.beet.tv/2017/03/tom-rogers.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-amid-audience-declines-tv-networks-must-prove_us_58d08713e4b0537abd957440

YouTube (Beet.TV): <https://www.youtube.com/watch?v=iCyL4dx4Kww>

Facebook: <https://www.facebook.com/beetmedia/videos/1652916064752781/>

Reuters Insider: <http://reut.rs/2o1uEJP>

Video 10:

Headline: Monumental Shift's Davis: Forget The Funnel, Focus On Outcomes

Beet.TV: <https://www.beet.tv/2017/03/andrew-davis.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-monumental-shifts-davis-forget-the-funnel_us_58d4091ce4b002482d6e6f4a

YouTube (Beet.TV): <https://www.beet.tv/2017/03/andrew-davis.html>

Reuters Insider: <http://reut.rs/2o5mKio>

Video 11:

Headline: 'Creative DMPs' Will Help Threatened Agencies Adapt To Dynamic Creative: Xaxis'

Moore

Beet.TV: <https://www.beet.tv/2017/03/17outcomesxaxismoore.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=VoDp8ITb5Rc>

Facebook: <https://www.facebook.com/beetmedia/videos/1654324827945238/>

Reuters Insider: <http://reut.rs/2o5wJo0>

Video 12:

Headline: Dynamic Ads Give Creative Biggest Upside, Prohaska Says

Beet.TV: <https://www.beet.tv/2017/03/17outcomesprohaska.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-dynamic-ads-give-creative-biggest-upside-prohaska_

[us_58d40a74e4b099c777b9dfe3](#)

LinkedIn (Prohaska Consulting): <https://www.linkedin.com/company/prohaska-consulting>

Facebook: <https://www.facebook.com/beetmedia/videos/1655902617787459/>

Reuters Insider: <http://reut.rs/2o9VS0V>

Video 13:

Headline: Reach And Creative Drive Ad ROI: Facebook's Slotwiner

Beet.TV: <https://www.beet.tv/2017/03/17outcomesfbbookslotwiner.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-reach-and-creative-drive-ad-roi-facebooks_us_58dd35dbe4b0fa4c095986e0

YouTube (Beet.TV): <https://www.youtube.com/watch?v=Wcs6dlmr1IE>

Facebook: <https://www.facebook.com/beetmedia/videos/1664051086972612/>

Reuters Insider: <http://reut.rs/2na94Ca>

Video 14:

Headline: Video Emerging As Driver Of Physical Store Traffic: Placed's Shim

Beet.TV: <https://www.beet.tv/2017/03/david-shim.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-video-emerging-as-driver-of-physical-store_us_58dd3691e4b04ba4a5e251a5

YouTube (Beet.TV): <https://www.youtube.com/watch?v=9GOMBzHKw4U>

Facebook: <https://www.facebook.com/beetmedia/videos/1664194540291600/>

Reuters Insider: <http://reut.rs/2na7ZtX>

Video 15:

Headline: Travel Joins Autos, Financial Services As Big Audience Targeting Categories:

Experian's Danaher

Beet.TV: <https://www.beet.tv/2017/03/brad-danaher.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-travel-joins-autos-financial-services-as-big_us_58dd36c6e4b0efcf4c66a69a

LinkedIn (Experian Marketing Services): <https://www.linkedin.com/company/experian>

YouTube (Beet.TV): https://www.youtube.com/watch?v=83e9i_UaF2k

Facebook: <https://www.facebook.com/beetmedia/videos/1664232183621169/>

Video 16:

Headline: Rogers Dissects TV Audience Declines And The Challenges Of Better Audience Targeting

Beet.TV: <https://www.beet.tv/2017/03/tom-rogers2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-rogers-dissects-tv-audience-declines-and-the_us_58e29602e4b09dbd42f3d900

Facebook: <https://www.facebook.com/beetmedia/videos/1652916064752781/>

Reuters Insider: <http://reut.rs/2nev5Qj>

The Drum:

<http://www.thedrum.com/news/2017/03/30/grappling-with-the-decline-traditional-tv-viewing-advertisers-increasing-look>

Video 17:

Headline: Eyeview's Harnevo, West Elm's Chatelain Discuss Video Personalization, Retargeting At Beet.TV Summit

Beet.TV: <https://www.beet.tv/2017/03/oren-harnevo2.html>

Additional Syndication:

YouTube (Beet.TV): https://www.youtube.com/watch?v=NNPcdMdlh_I

Facebook: <https://www.facebook.com/beetmedia/videos/1675449015832819/>

Reuters Insider: <http://reut.rs/2nwpqPS>

Video 18:

Headline: Think Video And Consumer First, Not Channel: BBDO's Estrada

Beet.TV: <https://www.beet.tv/2017/03/bob-estrada-2.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=4aiFWy1KfnU>

Facebook: <https://www.facebook.com/beetmedia/videos/1705587399485647/>

Reuters Insider: <http://reut.rs/2nEDxKn>

The Drum:

<http://www.thedrum.com/news/2017/04/03/marketers-should-think-video-content-first-channel-second-suggests-bbdo-nys-bob>

LinkedIn Marketing Solutions Blog:

<https://business.linkedin.com/marketing-solutions/blog/b2b-beat/2017/how-to-use-data-to-appeal-to-your-audience-s-emotions->

Video 19:

Headline: Innovid's Chalozin: Solving Complicated Problems While Serving One Third Of Web Video

Beet.TV: <https://www.beet.tv/2017/04/chad-talozin.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=PdBm-riNG1k>

Facebook: <https://www.facebook.com/beetmedia/videos/1705587889485598/>

Reuters Insider: <http://reut.rs/2oIR9op>

Video 20:

Headline: Monumental Shift's Davis: Focus On Revenue, Not 'Measuring Lots Of Stuff'

Beet.TV: <https://www.beet.tv/2017/04/andrew-davis2.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-monumental-shifts-davis-focus-on-revenue_us_58e7ef1fe4b00dd8e016ebb9

YouTube (Beet.TV): https://www.youtube.com/watch?v=BL6EsZgn__s

Reuters Insider: <http://reut.rs/2oJ7ex9>

Video 21:

Headline: With Context A Key Sales Driver, Digital Media Needs A 'Deep Dive': Nielsen Catalina's Feigenson

Beet.TV: <https://www.beet.tv/2017/04/andrew-feigenson-4.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=4AC9ReLgtAs>

Reuters Insider: <http://reut.rs/2oqgDsx>

Video 22:

Headline: Led By Travel, Marketers' Perception Of Digital Video Driving Sales Is Growing: Sequent's Spaeth

Beet.TV: <https://www.beet.tv/2017/04/spaeth-outcomes.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-led-by-travel-marketers-perception-of-digital_us_58ebdf68e4b081da6ad006a6

LinkedIn (Prohaska Consulting): <https://www.linkedin.com/company/prohaska-consulting>

Reuters Insider: <http://reut.rs/2oq7C2C>

Video 23:

Headline: Beet Outcomes Summit: Exploring Lift With Placed, Experian, Facebook, Nielsen Catalina And MediaMath

Beet.TV: <https://www.beet.tv/2017/04/shim-outcomes.html>

Additional Syndication:

Huffington Post:

http://www.huffingtonpost.com/entry/video-beet-outcomes-summit-exploring-lift-with-placed_us_58ef9a28e4b0156697224cff

Reuters Insider: <http://reut.rs/2pcMz1w>

Video 24:

Headline: West Elm's Chatelain On Digital Channels: Start Small, Gauge Results And Ramp Up Successes

Beet.TV:

<https://www.beet.tv/2017/04/west-elms-chatelain-on-digital-channels-start-small-gauge-results-and-ramp-up-successes.html>

Additional Syndication:

YouTube (Beet.TV): <https://www.youtube.com/watch?v=8MZX0UDVNHg>

Reuters Insider: <http://reut.rs/2oDMuE3>

Example Tweets and Retweets:



Cindy Pruss @cprussrecruiter · Mar 22

(VIDEO) In Lieu Of TV Ads, West Elm Embraces Video And Tests Retargeting

huffingtonpost.com/entry/video-in... via @HuffPostBlog



(VIDEO) In Lieu Of TV Ads, West Elm Embraces Video And Tests Ret...

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huffingtonpost.com



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A "crisis of confidence" in digital media can be alleviated in large part by better measurement solutions. "If measurement is done well, it informs the way advertising works," s...

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7:56 PM - 21 Mar 2017





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The value chain has been blurred and media and creative teams will need to work closely together to deliver on the video
[#AdExperience](#)

Andy Plesser @Beet_TV

Beet Video: @WPP @Xaxistweets Moore On Role Of Creative, Media Shops In Dynamic Optimization @EyeviewDigital beet.tv/2017/03/david-...

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David Shim Retweeted

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.@davidshim, founder of @Placed says platforms with the most reach have the most promise for video marketing. WATCH: ow.ly/qS2O30aFJ7I



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@TeamProhaska

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