

ANOMALY

Creative Support Services-> HTML5

From 1st September your clients' digital ads will be paused. Is all of your creative built in HTML5?

From 1st September 2015, 85% of web browsers will no longer display ads built in Flash. This translates to 12.1 billion ads globally* that clients like yours have paid for. Don't wait for clients to contact you; re-build your Flash creative in HTML5 now.

- The Chrome update will cause all Flash ads to be paused (like the image below), requiring the consumer to click to 'play' the ad. To reach your clients' website or the campaign landing page a consumer will need to click twice. What are the odds?
- Your creative will be underperforming, you'll be wasting clients' media spend and impressions, and the campaign analytics will be flawed and inaccurate
- If you've still got Flash ads live, expect an immediate reduction in click through and conversion rates starting September 1.



Don't let your clients spot this before you do. Re-build all client creative in HTML5 now.

Creative built in HTML5 is compatible with the update to the Chrome web browser. HTML5 ads will continue to display on all sites.

If your team needs immediate assistance to re-build creative in HTML5, Anomaly's Ad Operations Team can support the shift.

ANOMALY CAN PROVIDE YOU WITH IMMEDIATE ASSISTANCE IN:

- Re-build of HTML5 creative based on existing Flash files
- Creative Management
 - Creative Q/A and set up in the ad server
- File and asset size reduction
 - We conduct analysis of your assets to determine if size reduction is possible
- Provision of training and on-call support
 - Navigating the platforms and available templates
 - Set up of HTML5 in the ad server and set up of files over 40kb (i.e. polite loaded assets)
 - How to reduce file size and ensure your creative is on-spec

Creative built in HTML5 is compatible with the Chrome update and will continue to run on all sites.

Benefits of building HTML5 ads

- Allows for flexibility and interactive design
- Ability to better connect to APIs and data streams
- Increase in performance and reach across mobile devices and campaigns
- Decrease in the number of default ads served on mobile and desktop

*Source: Sizmek and Google (global data). Currently 96% of browsers support Flash. After the Chrome update this September, just 15% of browsers will support Flash.

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