

Tailor made apps

Interactive advertising for Addressable TVs



Product sheet

by **hybrid**

What is?

Tailor made applications

We develop interactive applications for Addressable TV that meets advertiser's goals. We do not create stupid white label apps that duplicates static applications with no critical advantage for the audience and targeted users. We do develop application with competitive edge for both advertisers and TV viewers.

Applications that are interactive designs additional value for TV viewers with absolutely different way. Most of our application meets the highest interactive and user-friendly attributes, therefore they are better memorized and more effective. The most frequent way is its access via Red Button or online banner that includes advertising message on the TV screen. In case user click-thru to the application (makes interaction), we detect his/her interest that we later employ. Due to our precise measuring and tracking we know all about his behavior. Additionally we can retarget the user with multiple ways.

There are many types of application each designed for its declared purpose. It can be designed for easy message distribution, video to be watched, questionnaire, leads gathering, e-commerce mirroring and many more.

Each interaction is precisely tracked and stored so it can be later used for other marketing purposes.

Benefits

- Unique application according to advertisers brief
- Huge flexibility in terms of development
- Advertising on the biggest screen in the household
- User's interaction
- High performance
- Data collection based on online system
- Targeting methods
- High reach and engagement rate
- Real time stats

Application types

Every single application is tailor made. We enrich the client's idea and goal with our deep know-how in the field of Addressable TV advertising. We enlist the most common types of application, where creativity has no limits.

Application types

- Static message app
- Questionnaire for the TV viewer = answers for advertiser
- Videoapplication
- Leads collection app
- E-commerce solution app

1. Static message app

App communication its message via static content in which the user can list over or move within several pages. In the most cases this type of app includes information about current offerings, sales, product information (f.e. automotive, see below). It can be accompanied with QR code or website page.



2. Interactive polls & questionnaires

This type of app include various sets of questions for TV viewer. Questionnaire is carefully set, so the TV viewer finishes the questionnaire completely. After completing the questionnaire is automatically generated result based on users answers. Due to user's answers, the advertisers collects unique database and information from its potential clients. By this, market survey can be easily implemented. Benefit is a highly effective response rate.



3. Video application

Video application is consisted of multiple videos with no limits of its length. TV users play the individual based on its own preference. The vast of application employ video for more detailed presentation of its product. Great value is no limit of videos and its length. Vital component is native AddressableTV videoplayer created by Hybrid with various functions.



4. Leads collection app

Lead gathering application is used to gather and transfer contacts of TV users to the advertiser (usually its phone/cell number). Its goal is to provide maximum performance in order to acquire new customers. Application is usually accompanied with simple graphics, video or multiple videos. Immediately after collecting the phone number it is sent to the call center.



5. E-commerce solution app

This type of application's core is its connection to the client's feed. Due to this, we real-time visualize its products, prices, images and other details. Usually is accompanied with leads features, videos and others.



Why Hybrid?

4 years of App development

Hybrid develops AddressableTV apps since 2015. We are one of the first companies in the Europe that foresaw huge potential of interaction on the TV screen and its potential for commercial utility. Along with Application development we have been developing advertising system for the Addressable TVs, which genuinely goes together with TV apps, namely in terms of data, TV users behavior, flow of users, its preferences and others. Therefore we can offer our client end-to-end solution.

We have been awarded 1st Place at HbbTV Awards at HbbTV Symposium in 2017.

293+

finished apps



15+ countries

Google

Google Independent



Knowledge of the environment



UX experience



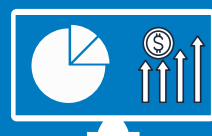
Design knowledge



HbbTV awards winner



SLA



On-line statistics

Some brands we worked for:



MÖBELIX



O₂



....and more than 80 others.



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