

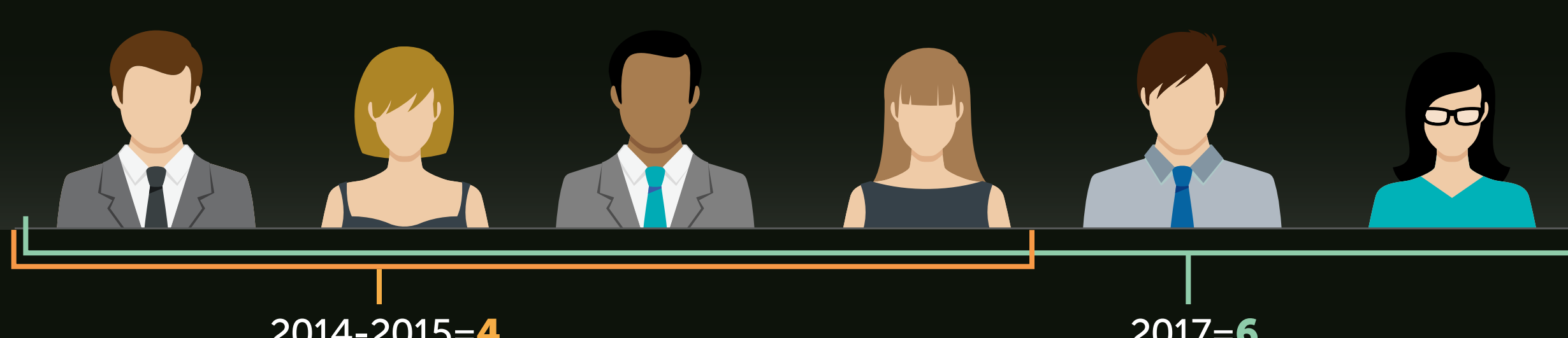
VAB INSIGHTS TEAM CELEBRATES 100 REPORTS!



The VAB Insights group is dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights on the expanding world of premium, multiscreen video content.

WHO WE ARE & WHAT WE HAVE PRODUCED SINCE OUR INCEPTION

THE INSIGHTS TEAM IS GROWING!



WE AVERAGE AN **ORIGINAL REPORT** RELEASE
ALMOST EVERY OTHER WEEK



Over 50 unique topics covered



The breadth of sources is wide



146 THIRD-PARTY
RESOURCES REFERENCED

REPORT OUTREACH & ENGAGEMENT

In addition to providing original, industry leading insights and research, the team also gives agency & advertiser presentations and is responsible for managing the VAB's marketing strategy, social media accounts and website.



227,000+ EMAILS RECEIVED
BY CUSTOMERS

Email Open Rate Outperforms the Industry

**20%
HIGHER**
than industry benchmark



2,322

Tweets



142

Articles Written on
VAB Insights Reports



1,650+

Social Media
Followers

“This is really great stuff, I just sent two of your reports to our entire strategy team”
-President, Major Media Agency

“We always find VAB presentations valuable and a good supplement to our work”
-VP, Managing Director Major Media Agency

Time span for above data reflects January 2014 – October 2017



No platform drives business like TV's premium video-at-scale

thevab.com

