

COMPANY: Fortune 500
Networking Company

INDUSTRY: Enterprise &
Technology

ON24 APPLICATIONS:
[Bannercast Live](#)

SUMMARY: To promote the company's new branding initiative, this Fortune 500 Networking Company leveraged ON24's innovative Bannercast Live advertisement to intimately communicate with audiences where they congregated on the Internet, in real-time.

With an average .33% click-through rate, audiences viewed this content for an average of 5:17 minutes with 25% requesting additional information from the company.

In 2006, a Fortune 500 Networking Company revealed a new branding initiative and planned to deliver a series of events to communicate the company's vision. However, the global company was seeking an innovative way to communicate with the company's target audiences.

Objective: Targeted Communications in Real-Time

The Fortune 500 Networking Company turned to long-term webcasting technology partner, ON24 Inc., to deliver a series of live streaming webcasts within a banner advertisement. By targeting the Networking Company's key audiences where they congregated on the Internet, the live streaming video banners – or Bannercast Live – would create an interactive experience. “Bannercast Live combines the interactivity of live webcasts with the targeting abilities of banner ads and increases viewer interactivity and exposure to a company's message,” explained ON24 Inc.

Solution: Multi-phase, Live Streaming Banner Ad

From the Networking Company's perspective, since the live webcasts are streamed within the space of the banner ad, potential viewers would spend more time viewing the live streaming event without disrupting their web browsing experience. The Bannercast Live campaign unfolded in multiple stages:

- **Countdown Timer:** A promotional message with a countdown timer built excitement for the upcoming live banner webcast without leaving the banner space or website.
- **Live Streaming Video on Mute:** The live streaming video automatically streamed on mute when the event started, with a call-to-action to click on the “unmute” button to engage the audio.
- **Q&A:** Audience members could interact with the Networking Company presenter in real-time, enhancing the experience for viewers.



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Sample Bannercast Campaign

Results: Creative and Engaging Experience

In addition to the Networking Company's website, the Bannercast Live campaign appeared on three third-party websites: *New York Times* technology section, *Business Week* technology section, and the *Los Angeles Times* home page. The campaign served about 140,000 live streams with an average .33% click-through rate across all the websites. The average viewing time was 5:17 minutes, and 25% of those viewing the Bannercast Live opted to receive additional information from the Networking Company.

