Built For the Future of Human Behavior

Technology has completely changed human behavior online. In order to increase effectiveness, online advertising needs to adapt to human behavior.

The Reality
Our reliance on smart devices and technology has shortened our attention span down to 8 seconds on average (which is way more important than that of a goldfish).

8 seconds
Sharethrough
| info@sharethrough.com

The Reality
Our phones are on mute 99.9% of the day. Additionally, a whopping 92% of us watch videos on mute.

99.9 % + 92%

The Solution
Ads that demand attention must weave into this UX.

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Source: ORC International

Long-term, attention must be earned, not forced.

The Reality
Everything can be skipped, muted or blocked. In fact, 90% of us stop pre-roll ads. If we all have metaphysical (or literal) skip buttons, the traditional idea of ads that force attention will only work in limited moments.

Source: ORC International

The Solution
Intimate devices demand intimate advertising experiences.

The Reality
Phones are no longer viewed as inanimate objects, but rather an extension of our own body. If our phones are a physical extension of our brains, how would a brain react to a foreign object being inserted?

The Purpose of Online Advertising is to Share Content with Real Humans.

When brands respect humans, humans respect brands, and ads perform better. This is our philosophy at Sharethrough. We put humans at the forefront of all that we do, with an emphasis on care & respect towards users.

The Reality
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The Solution
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Sharing your decision, software

The Solution
The way people consume content has changed, but also the way we buy media. If we dissect the definition of the word “Programmatic”, it translates to a program that acts by itself.

Program: using a program, software

Matic: Refers to automatic, from the Greek “automatos”: acting of itself

Instead of focusing solely on data and numbers, the program (which is run by humans) also needs to take into account the human experience.

The Solution
Ads need to grab our attention, but they also need to improve our lives and help us make better decisions within all the distractions.

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