

INCREASE IN DIGITAL VIDEO ADVERTISING OVER THE NEXT YEAR



Casale Media Inc. is a media company that digital video advertising is expected to make a continued growth in the next 12 months. Digital advertising is a hot spot for those who want their businesses to grow. The report done by Casale Media Inc. conducted the research with about 150 different media buyers.

Digital marketing provides a way for companies to really get the message across to their audience. Video has often perceived as something that will keep growing overtime. There has been a lot done with digital video and marketing but a lot will continue to be done over the next year or so. "Our research provides clarity for those involved in online media spending decisions to help identify where the barriers are, how to overcome them and realize the maximum potential of digital video advertising." stated Joe Casale who is the CEO of Casale Media Inc. Casale Media Inc. has been a leader in the online world for several years now. Since 2003 they have been a prime example to others who use digital video advertising and digital media. Casale Media has helped the actual quality of digital media go up since opening their business. One of the departments of Casale Media is in known as MediaNet. This advertising network works with the top Internet companies and reaches an astounding 70% of the online world. You can always find out more about the actual company by visiting their website.

www.casalemedia.com

If a company decides to use digital ads then they should realize a couple of factors that were released by the study. The following were some of the results from the study:

1. Brands are becoming more widely known by using digital video advertising. The more people know about it then the more likely they are to use it. The companies who took this survey use digital marketing media to tell their audience of new products and to raise brand awareness. After all, if your audience is not aware of your company, then your sales will suffer.
2. One of the major reasons why people are not using digital marketing is because of the return investment. It is hard to put money into something like digital marketing, when you are not sure how much money you will actually get back.

No matter how you look at it, digital media is making an impact on the way we view companies. Most companies have a website and advertise the website on commercials. It is almost unheard of for a company to not have a website. Digital advertising, marketing and video are taking over the online world and it is not stopping. Casale Media's report only gave the world a taste of how digital video advertising has changed the online ad world.