

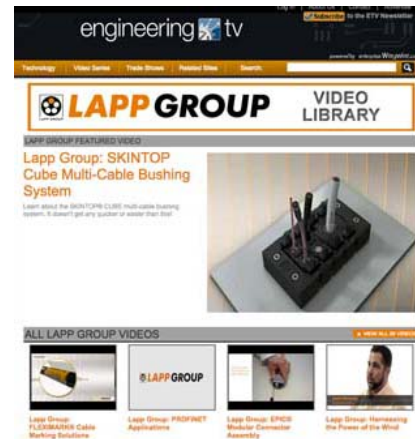
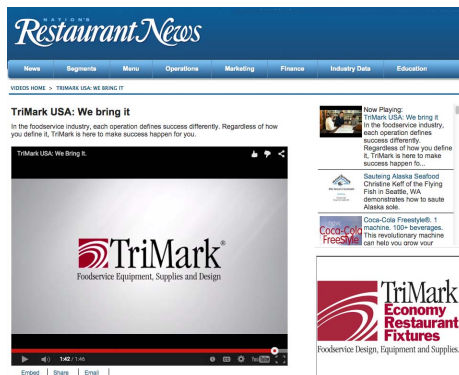


The web's leading video curation platform

How to create a native video
sponsorship in 15 minutes

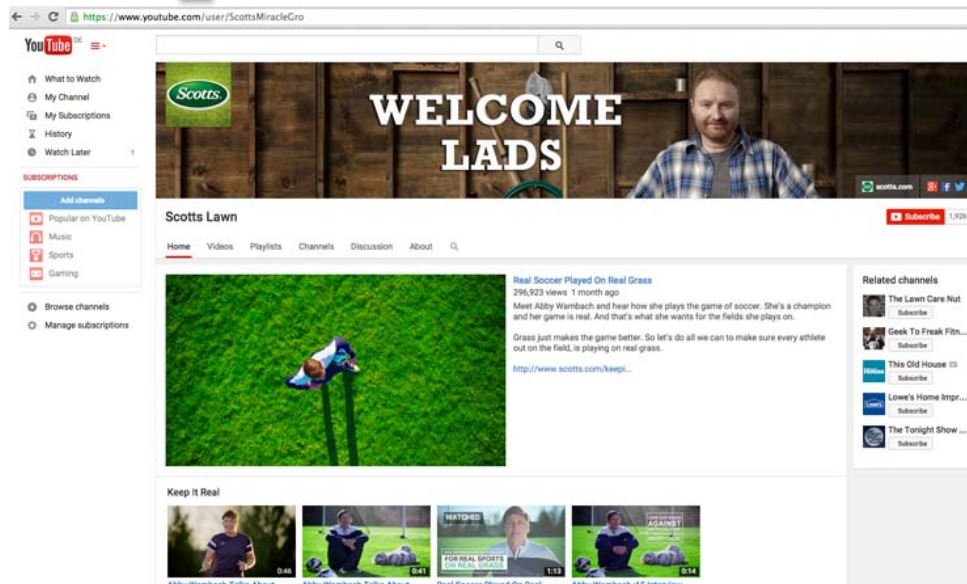
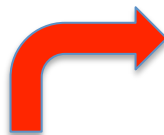
What is a “native video sponsorship”?

- Many brands have a YouTube channel that generates modest traffic
- With Waywire, you can offer them a sponsorship that replicates their video library on your site—where their target audience is
- Several Waywire clients successfully use this model



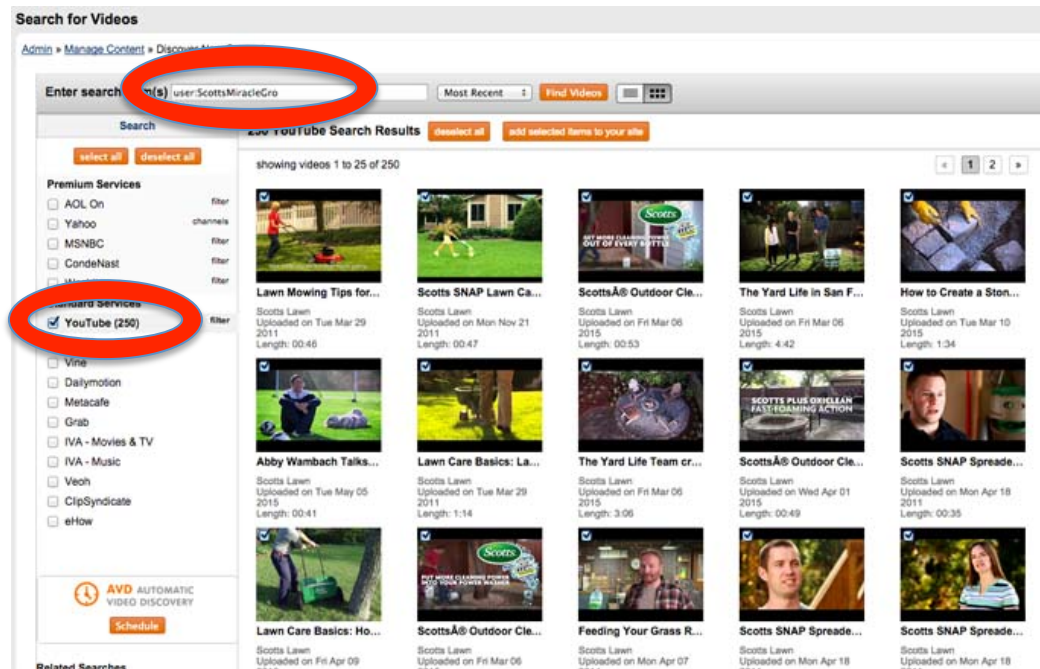
Here's how to do it:

1. Find your client's YouTube channel.
2. Grab the last part of the URL.



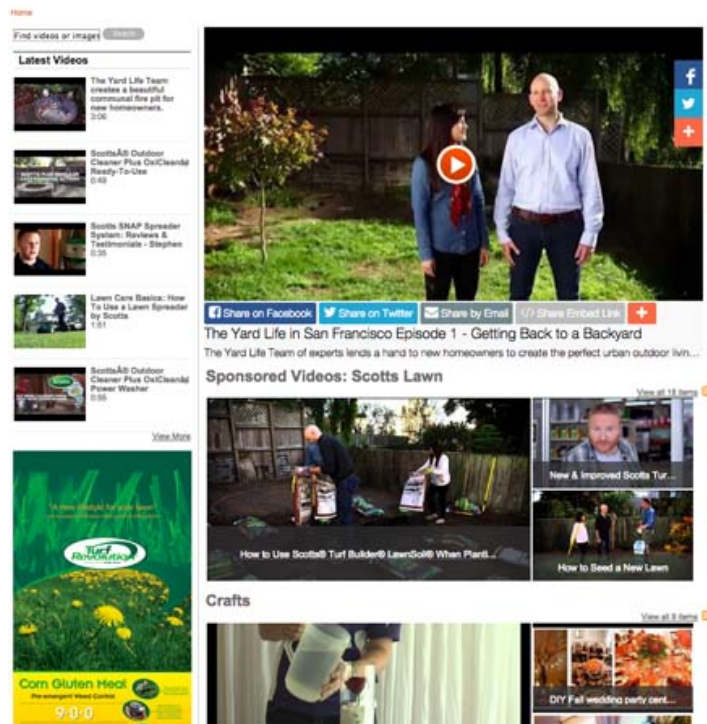
Here's how to do it:

3. In your Waywire admin dashboard, typing *user:* followed by the last part of the channel URL (e.g. *user:ScottsMiracleGro*) will pull in every video from the client's video channel.

A screenshot of the Waywire admin dashboard's 'Search for Videos' interface. The search bar at the top contains the text 'user:ScottsMiracleGro', which is circled in red. Below the search bar, the results are displayed as a grid of video thumbnails. On the left side, there are filter options under 'Premium Services' and 'Partner Services'. The 'YouTube (250)' option under 'Partner Services' is checked and circled in red. The video grid shows various lawn care and outdoor cleaning videos, each with a thumbnail, title, and upload information. The interface includes navigation buttons like 'select all', 'deselect all', and 'add selected items to your site'.

Here's how to do it:

4. You can now easily create a custom playlist for your client and display the videos anywhere on your site.



Congratulations.

You have just created a native video sponsorship in 15 minutes.

- Through your Waywire dashboard, you have access to detailed analytics for every video, including starts and % completions, sortable by desktop vs. mobile. This is valuable data that your client can't get from YouTube.



How do I sell it?

- Consider packaging native video in cross-platform sponsorships that include other media elements, e.g. trade show presence, print ads, email newsletters, online display ads, and video pre-roll ads.
- Native video is a great addition to your highest-priced sponsorship tier—it's sexy, visual, and efficient, with low incremental effort and high margin for you.



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