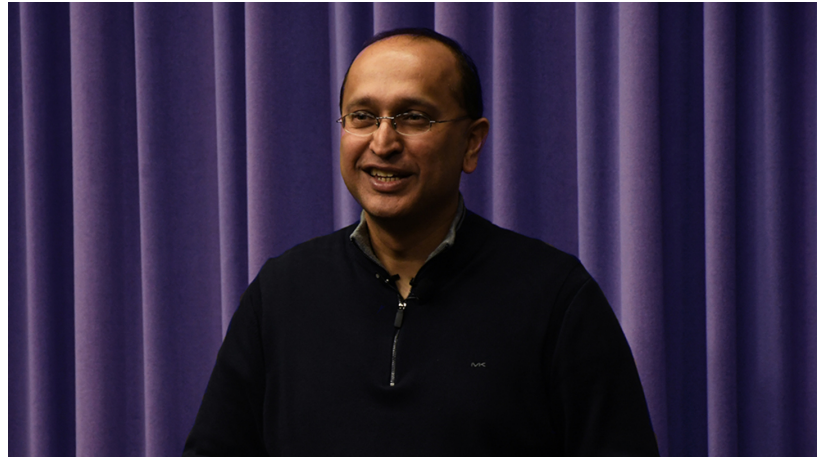


URL: <https://stvp.stanford.edu/clips/painkillers-sell-vitamins-dont>

Navin Chaddha, managing director of Mayfield, discusses Moat, a platform that measures the impact of digital media advertising. He describes how the company gained a market advantage by focusing on a single problem that was vexing a single group of customers, namely online marketers.



Transcript

- Moat is the leader in digital media advertising measurement.. I don't know if you guys know, the most successful brand advertising campaigns online are the ones which tell stories and are memorable.. For that reason, Coca-Cola, Nike, Unilever and Apple are the gold standards.. However, even I didn't know this before I went on and invested in this company as a firm that half the money advertisers spend on brand advertising is wasted.. The bigger problem is they don't even know on what.. So the big pinpoint they face is to measure the effectiveness of their digital brand advertising.. To solve that problem, Jonah and his co-founders started MOAT in 2010.. They looked at existing solutions.. They always are.. There were models like pay-per-click, pay-per-impressions, they looked at it and they said hey, this just doesn't work..

And rather than doing incremental innovation, they went back to the drawing board, talked to customers and came up with a simple product, which was a Google-like search engine to tell brand advertisers where on the internet are the most effective brand campaigns running.. So it was competitive intelligence engine for competitors.. Based on that, they expanded.. Companies never stop.. They learn, they pivot and they expand.. They expanded into providing an analytics platform which measured attention and engagement.. What followed? All major online brands including internet companies like Snap, Facebook, once a leader, Snapchat all became their customers.. They became the fastest growing company in the Nielsen equivalent of digital brand advertising and were acquired by Oracle for a hefty amount.. So what do I want to communicate in summary here? Make sure the product or service you are building is a must-have for your customers because painkillers sell, vitamins don't..