

# If You Can't See It, It Can't Impact You

A Look at Online Ad Viewability

# Ad Viewability Matters

Viewability is a key currency in digital advertising that tracks ad impressions which are actually seen by real humans. These impressions are called 'viewed impressions'.

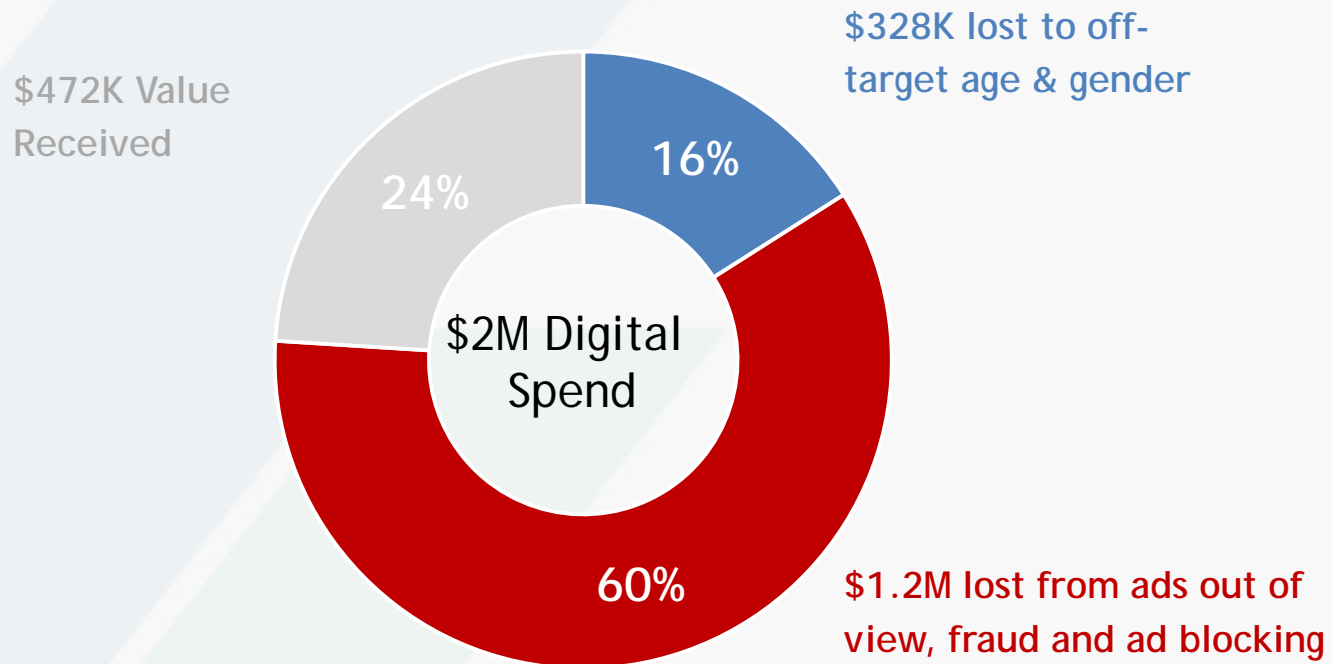
To simplify, if you have an advertisement that shows at bottom of website and visitor does not scroll far enough to see it, a viewed impression will not be recorded.

Why Is It Important? Viewability is key for both publishers and buyers as many impressions that are sold are never viewed and this causes advertisers to waste millions of dollars each year.

Viewability is highly correlated to ad-effectiveness. For digital ads to make an impact, they must be viewed.

# Advertisers May Be Losing Up to 60% of Their Digital Ad Campaign Impressions Due to Lack of Viewability, Fraud and Ad Blocking

Illustrative Example: Share of Digital Spend



# In Fact, Viewability Rates In the U.S. Lag Other Countries



## % In-View of Video Ads (Web & Apps)

Turkey	77%	Brazil	68%
Netherlands	76%	India	68%
Italy	72%	Canada	67%
Denmark	71%	Korea	66%
Israel	71%	<b>United States</b>	<b>65%</b>
Italy	71%	Germany	64%
Colombia	70%	Japan	64%
Spain	70%	Great Britain	61%
Spain	70%	Russia	60%
Australia	69%	France	59%
Mexico	69%		

# Current Measurement & Lack of Standardization

## MRC's Viewability Standards

Display - 50% of pixels in-view for 1 second

Larger units with 242,500 pixels must have 30% of pixels in view for 1 sec

Video Ads - 50% of pixels in-view for 2 second

## Lack of Universal Viewability Standards

Facebook & Instagram count views at 3 seconds

Snapchat counts views upon opening

YouTube - depends on format

*It's a good start but its not enough...*

*Advertisers are insisting on third party measurement and transparency. And many are negotiating buys based on their own definitions of viewability.*

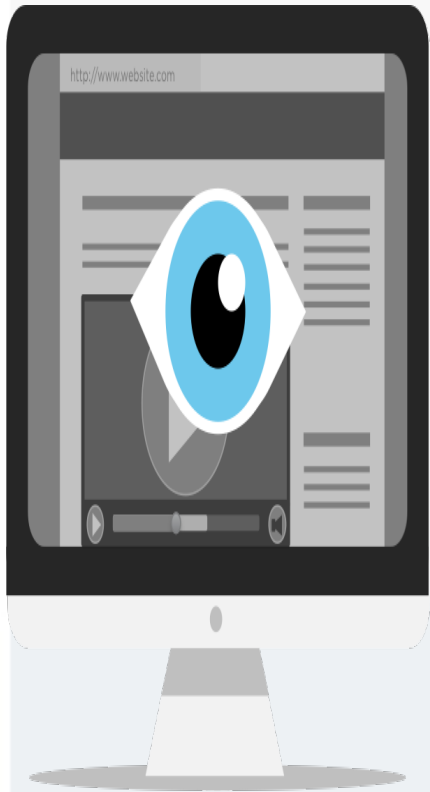
*Even MRC is reviewing their own standards to possibly increase to 100% of pixels in-view.*

# Given The Rise In Digital Spend - Ad Viewability Is More Important Than Ever

## The Current Reality of Online Advertising Viewability:

- Only 20% of YouTube Trueview ads are viewed to completion
- Only 22% of Facebook video ads are viewed for 3 seconds
  - Only 65% of viewers who watch the first three seconds of a video will continue on to at least the ten second mark, and 45% will watch thirty seconds.
- 10-30% of programmatic ads don't reach human eyes at all
- 600 million devices carry ad blockers

# Some Factors Which Can Affect Online Viewability



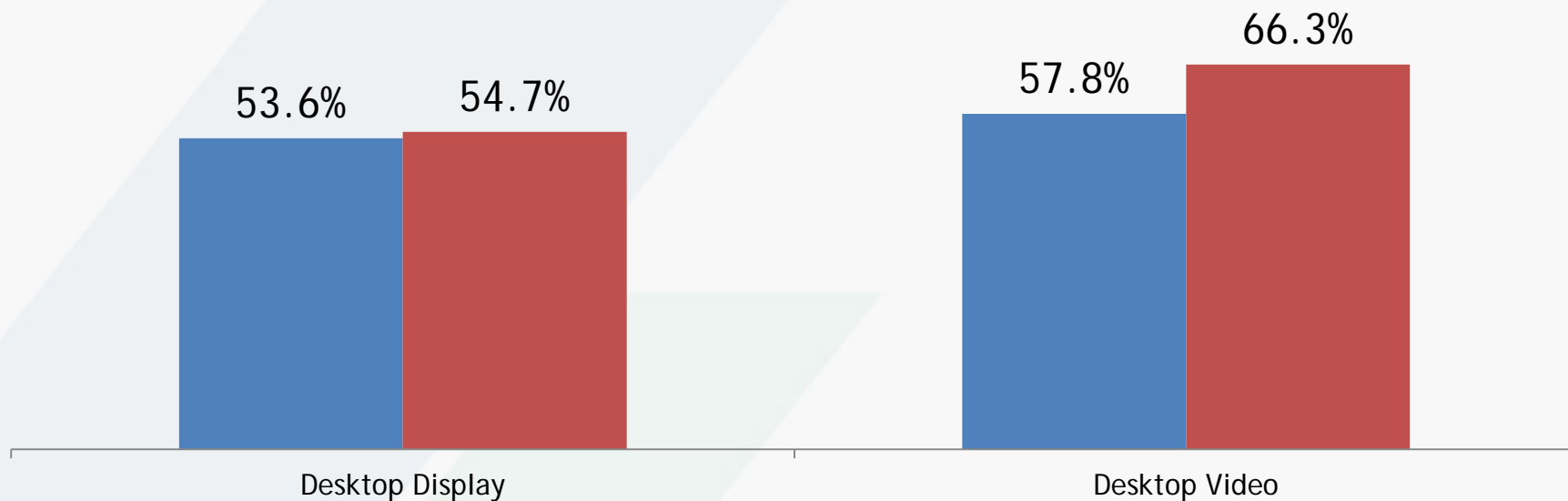
- Ads might be hidden behind another browser or tab
- Ad is not 'above the fold' of a web page (refers to top portion of page which is visible without user having to scroll around)
  - Due to certain screen sizes, certain ads might load below the fold
- User has ad blocker which hides ads or completely disables them from loading
  - Problem is some ad blocking programs only scan a page after it's loaded and looks for patterns or HTML that contains 'ad'. It neither hides or removes them. To an ad network, the ad is served, and an impression is recorded but its not visible on screen.
- Bot traffic to sites - created by an automation of bots, they can falsify traffic and click through rates

# A Glance At Desktop Viewability...

# Desktop Viewability Rates Have Continued To Improve, Especially On Desktop Video

% In-View Per MRC Standard For Desktop

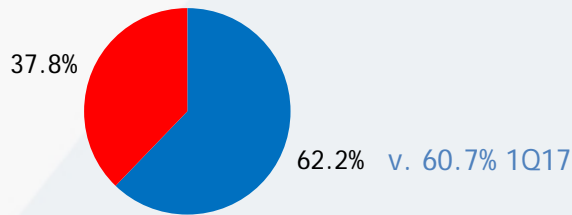
■ 1Q17 ■ 2Q17



# Publisher Direct Viewability Outpaces Programmatic Substantially

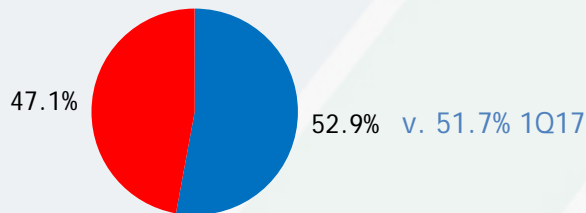
% in View Per MRC Standard: *Desktop Display*

## Publisher Direct



■ In-View ■ Out-of View

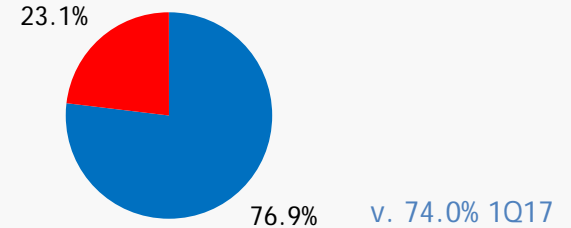
## Programmatic



■ In-View ■ Out-of View

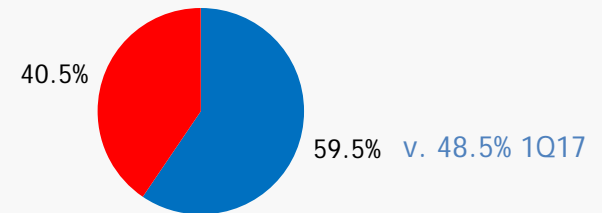
% in View Per MRC Standard: *Desktop Video*

## Publisher Direct



■ In-View ■ Out-of View

## Programmatic

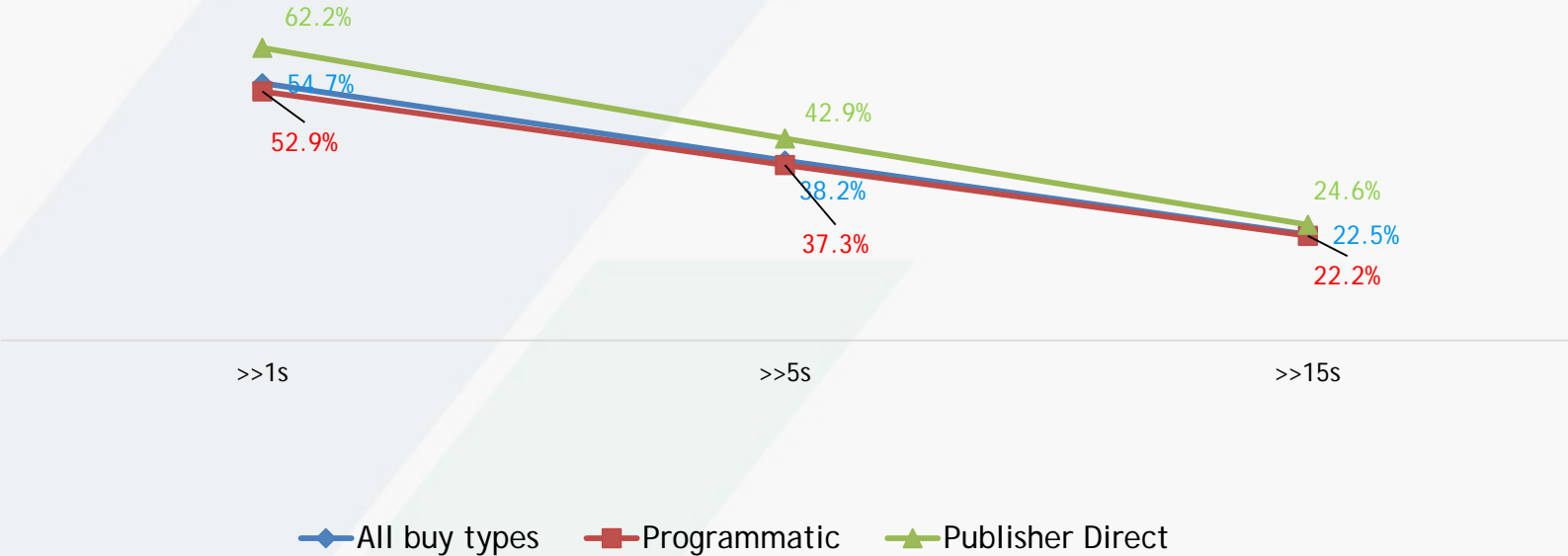


■ In-View ■ Out-of View

# As Time-In-View Increases, Viewability Decreases; Publisher Direct Has Higher Viewability Throughout

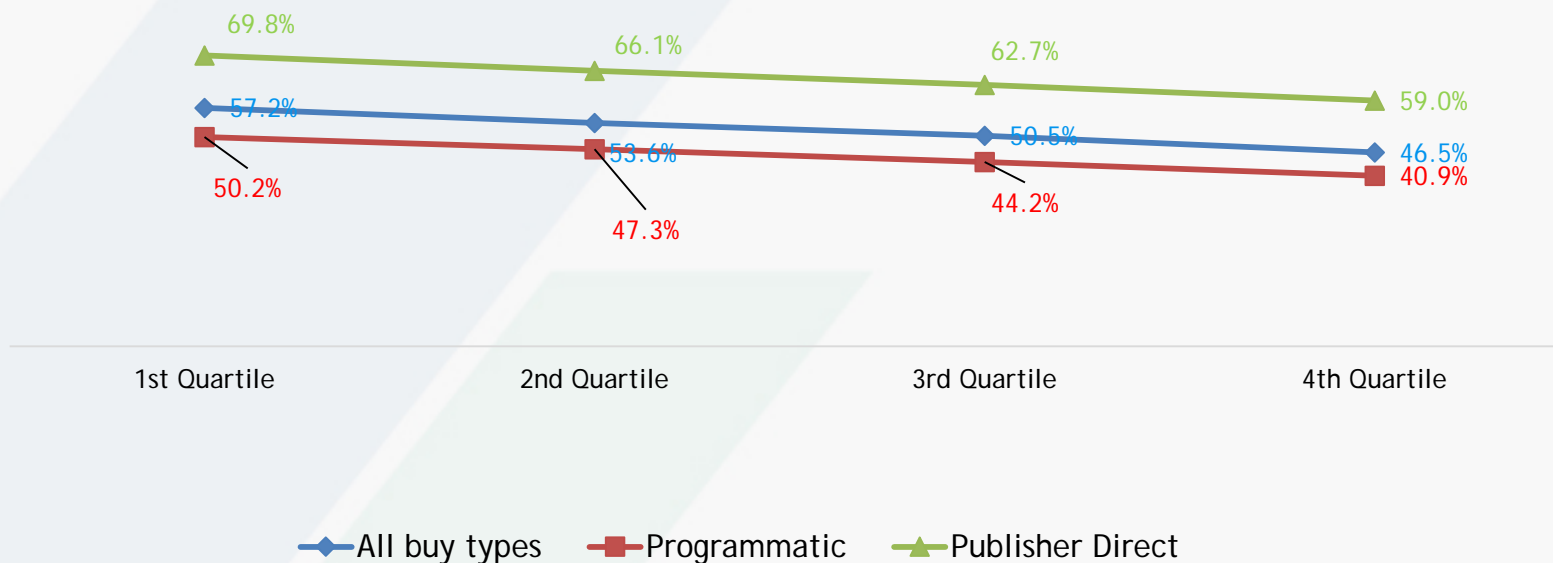
*And Don't Forget to Factor in Audibility...Along With Not Viewing Your Ads, Are They Being Heard?*

% in View Per MRC Standard by Time In View: Desktop Display



# Consequently, Completion Rates Drop Gradually As The Video Plays But Publisher Direct Outpaces Programmatic

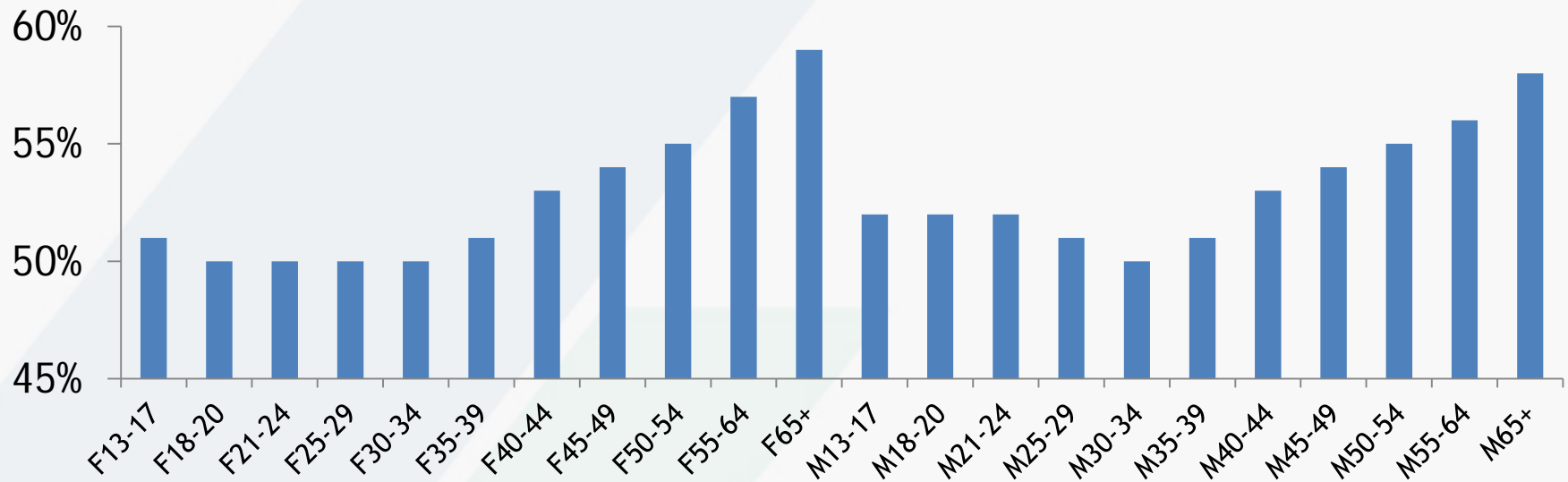
## Completion Rate In View: Desktop Video



# In General, Younger Consumers Tend To Have Lower Viewability Rates, Making It Harder To Reach Them

*The higher the viewability rate, the more likely the demo group is to view ads*

## Viewability Rate By Demographic, Computer Only



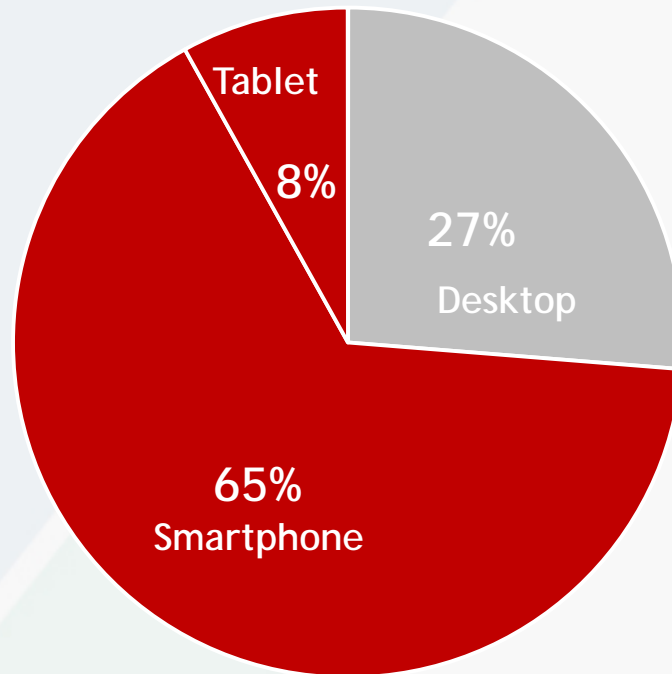
Viewability rate= How many total delivered impressions were viewable by a specific demographic?

$(\text{Viewable Impressions in demo group} / \text{Total measured impressions}) \times 100$

# A Glance At Mobile Viewability...

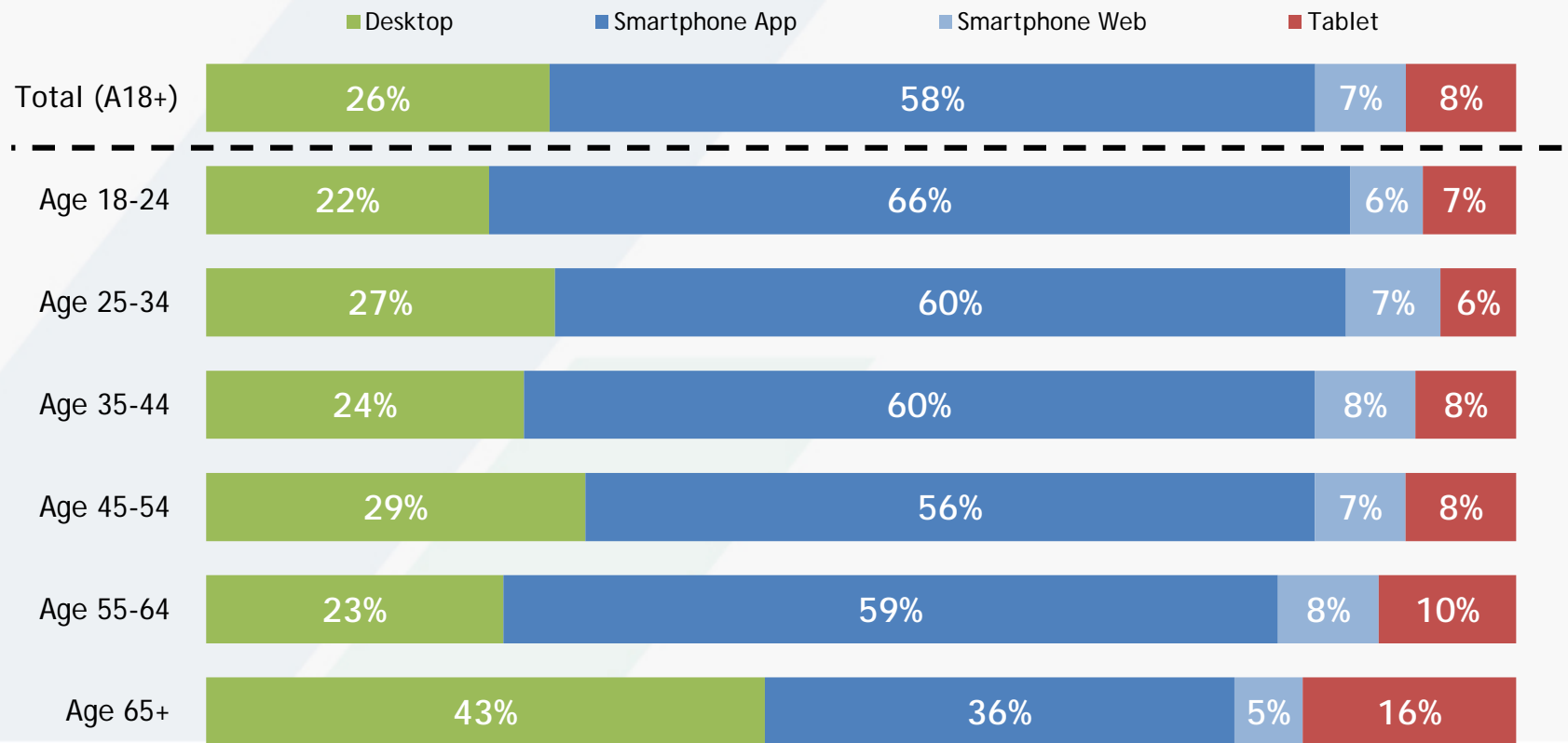
# Mobile Has Grown Substantially Over The Last Several Years, Comprising Practically Three-Quarters of Time Spent With Digital

Share of Digital Time: A18+ (Feb' 18)



# Since Mobile Usage Is Most Prevalent Among Millennials, Viewability Rate Is Key When Targeting Them

## Share of Platform Time Spent by Age

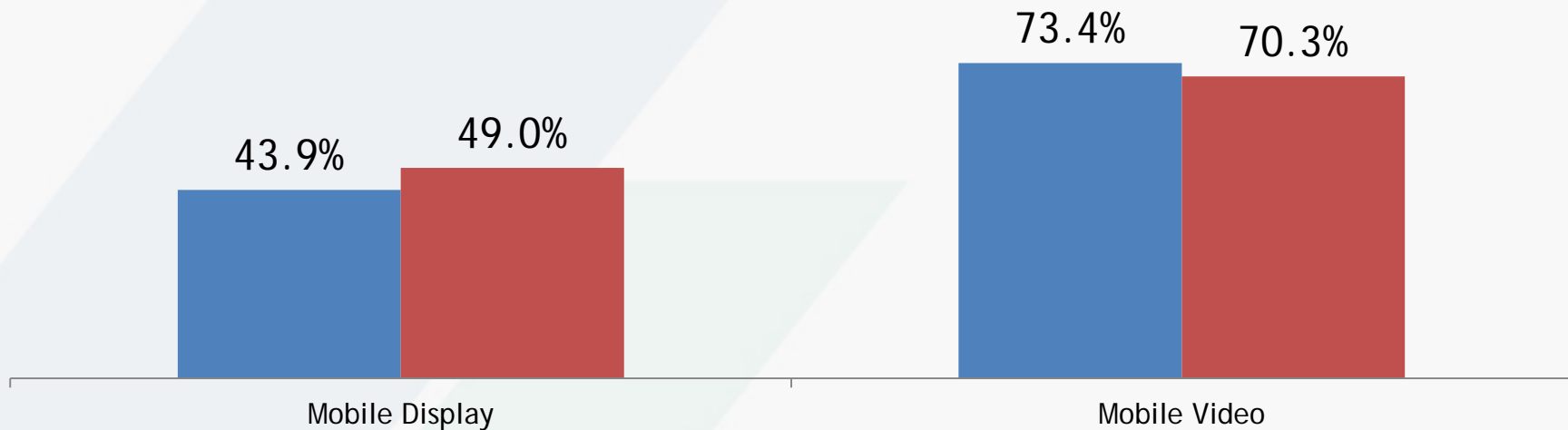


# Given The Complexities of Mobile, Viewability Rate For Video Has Slightly Declined

Ad viewability levels are falling due to a need for “more page scrolling” and “loading delays”.\*

% In-View Per MRC Standard For Desktop v. Mobile

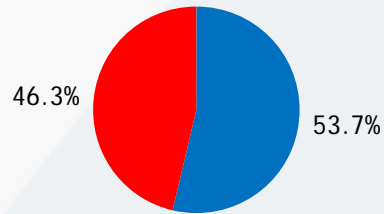
■ 1Q17 ■ 2Q17



# In Mobile, There Is A Much Higher Chance Of Your Ad Being Seen In Publisher Direct

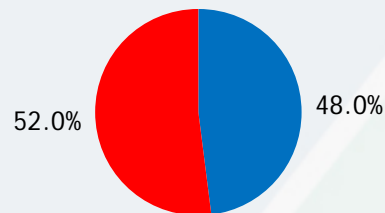
% in View Per MRC Standard: *Mobile Display*

## Publisher Direct



■ In-View ■ Out-of View

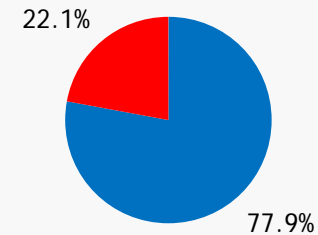
## Programmatic



■ In-View ■ Out-of View

% in View Per MRC Standard: *Mobile Video*

## Publisher Direct



■ In-View ■ Out-of View

## Programmatic

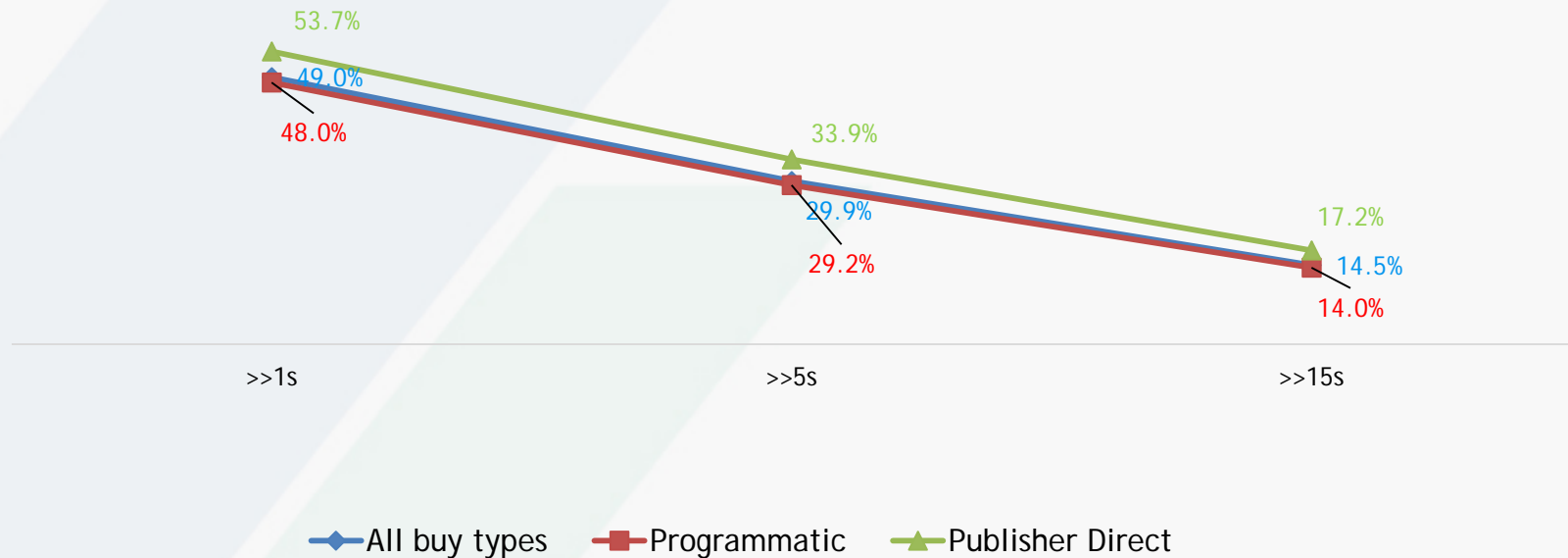


■ In-View ■ Out-of View

# ..and Similar To Desktop, Viewability Drops Considerably as Time-In-View Progresses

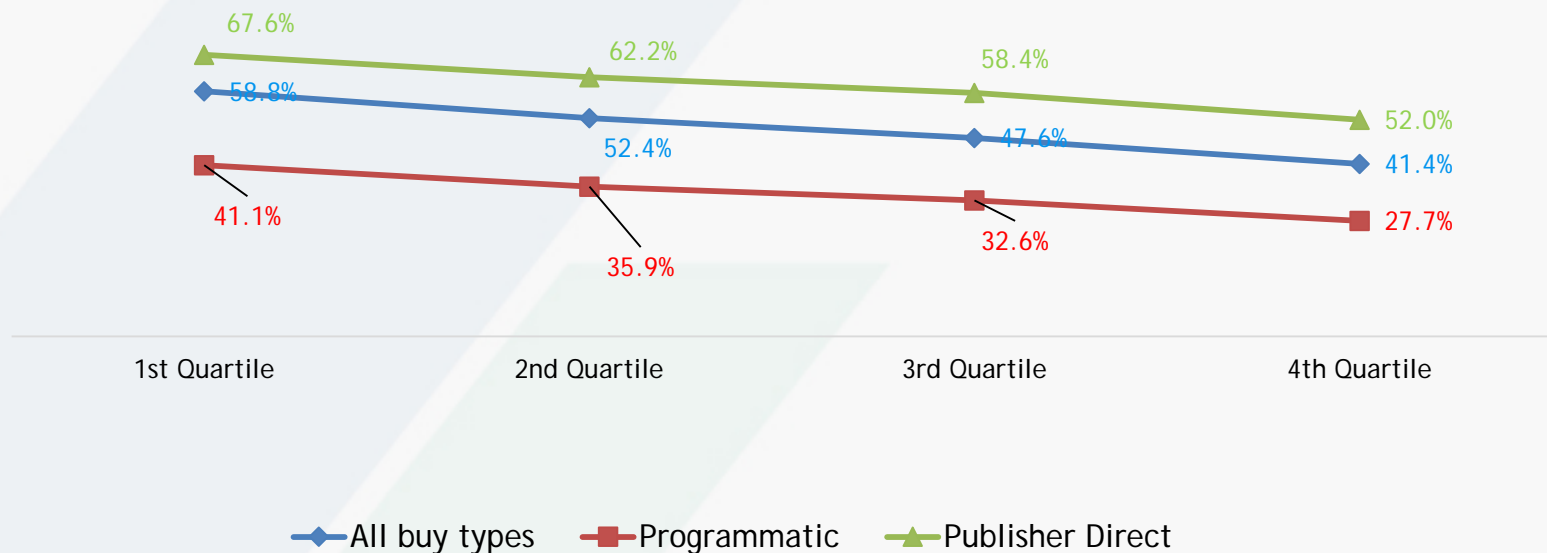
*Publisher Direct Performs At A Higher Rate*

% in View Per MRC Standard by Time In View: Mobile Display



# Viewability Completion Rate Dwindles With Video Progression But Publisher Direct Is Consistently Higher

## Completion Rate In View: Mobile Video



# Sound Is Another Major Factor Which Affects An Ad's Effectiveness



Facebook research suggests that 41% of videos on platform are 'basically meaningless without sound'.

All in All, Studies Have Shown, People Remember...

Only 10% of what they hear...

Only 20% of what they read...

But 80% of what they see

**Viewability is Key!**

# How Can You Increase Your Ad's Viewability

Content: Content that holds a user's attention has the highest viewability.

- Publisher Direct tend to have highest viewability rates.

Position: Most viewable position is right above the fold for display.

Ad Size: Most viewable ad sizes are vertical units - since they stay on screen longer as users move around a page.

Avoid certain ad units: OpenX & Pixalate joint study found that 300X250 is one of the most prolific video ad units - ranking among the worst offenders of providing bad ad environments.\*

- 80% less viewable compared to all other video ad sizes
- 320X480 mobile ad units also prone to video ad fraud

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