

# **Viewability Beneath The Surface**

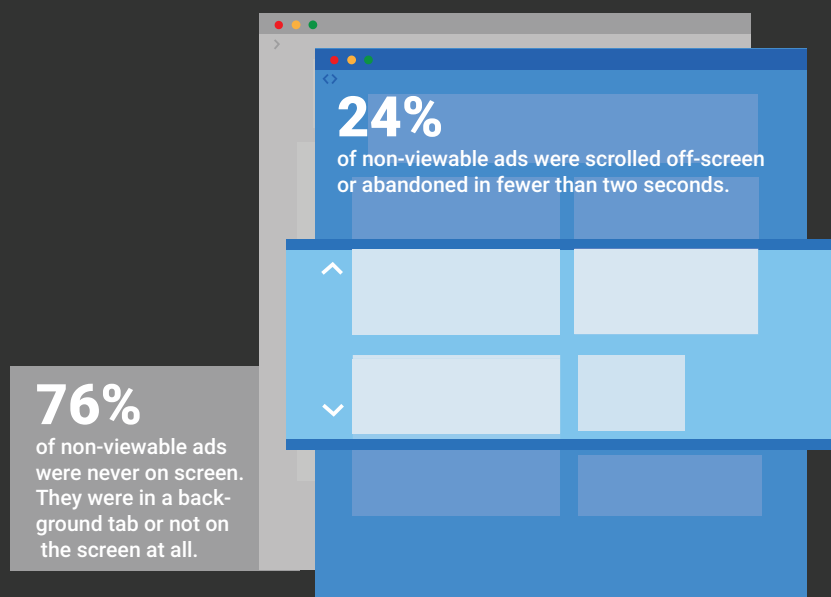
Drive up Video Viewability Metrics  
while Increasing Scale



# The Extreme Importance of Viewability in Video

Viewability measures the % of in-frame viewing and the total viewing duration. Measuring for Viewability has become a standard for savvy marketers, but the opportunity for Optimizing Viewability in real time has been limited, until now.

Video is the number one story telling medium in the digital world, and is in short supply. There are more dollars than available supply. This has created greater incentive for bad behavior and ad fraud, thus increased sophistication is needed to maximize the value of video advertising.





# Measuring for Viewability

**Viewability** is measured by inserting an invisible tracking pixel within the creative. The pixel is then instructed to fire signals at precise moments, indicating viewing metrics. For example, if you are tracking for MRC standard Viewability metrics, the tracking pixel will send back a signal once the video begins and then when the video reaches 2 seconds, while still in frame.

**VideoAmp** is one of the only Viewability solutions that fires signals every second the video is being played, providing advertisers with a second by second analysis of viewer engagement. This allows advertisers to create and track custom Viewability measurements.

## Impression Level Viewability Targeting

Optimization

Dimensions: Domains Select a Dimension RESET

Domain	State	Impressions	Clicks	CTR	Completion Rate	Human Traffic	MRC Viewable	Group M Viewable	vCPM
cnn.com	CA	242687	1891	0.78%	7.20%	52.60%	70.60%	44.38%	\$2.43
forbes.com	CA	202433	1401	0.69%	56.80%	10.70%	79.80%	50.65%	\$2.69
espn.com	CA	278634	2118	0.76%	21.33%	43.13%	87.67%	70.12%	\$1.36
reddit.com	CA	189567	2441	1.29%	38.93%	9.33%	80.47%	83.01%	\$2.87
usatoday.com	CA	247197	1998	0.81%	51.60%	93.73%	92.27%	77.03%	\$1.33
nbcnews.com	CA	303668	2337	0.77%	33.73%	15.53%	94.07%	68.90%	\$1.77
bleacherreport.com	CA	87654	987	1.13%	44.13%	34.10%	83.40%	63.19%	\$1.43
qz.com	CA	189556	2004	1.06%	16.53%	67.10%	80.87%	75.04%	\$1.79

Reduce Fraud Traffic

Custom Viewability Standards

Measure Viewability against multiple dimensions



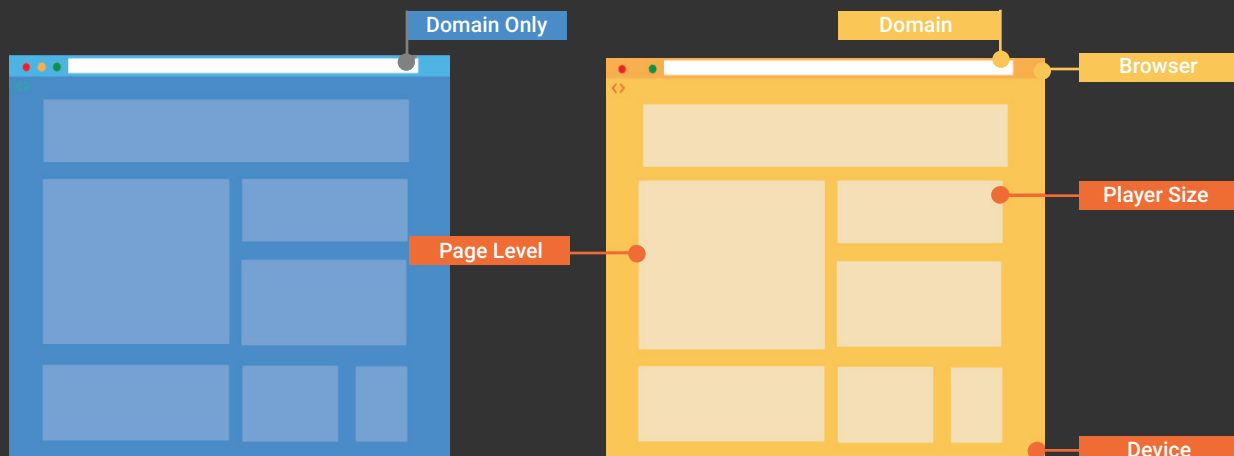
# Optimizing for Viewability

## Single Variable Optimization

is the most common form of Viewability optimizing, which aggregates Viewability results against a singular dimension, such as domain or player size. Batch reporting and optimizing is extremely limiting, since advertisers are forced to make decisions on a macro level and only take into account a single reporting metric. Batch reporting does not allow for cross analyzing multiple metrics, such as individual page results, geo location, player size, browser or a number of other factors contributing to Viewability. For example, what player size - on which sites perform the best?

## Multi-Variate Optimization

includes all metrics & dimensions associated with each impression served, for example **Domain, Page, Geo, Device, Operating system, Browser, etc.** This allows advertisers to cross analyze multiple reporting dimensions at once, with the ability to create micro optimizations. Advertisers have complete transparency and control on all factors contributing to Viewability, for impression bought.





### For Example:

Optimize for any Viewability scores lower than 70% in certain GEOs, on certain devices, when served on certain pages.

### Comparison:

Batch reporting will only allow advertisers to optimize the entire domain campaign wide.

VideoAmp allows advertisers to easily cross analyze multiple metrics, implement micro optimizations and use machine learning to perpetually increase Viewability results.

Results can be prioritized in any order, incorporating custom measurements or pre-set rules. Advertisers can set up to have bids higher or lower based on that probability to deliver the viewable CPM (vCPM) target.

For the first time, advertiser have complete control for Viewability optimization.

The screenshot shows a dashboard with a navigation bar at the top containing: GENERAL, OPTIMIZE (highlighted), GEO, INVENTORY, RETENTION, DEVICE, VIEWABILITY, and CREATIVE. Below the navigation bar, there are two tabs: OPTIMIZATION and EXCLUSIONS. Under the OPTIMIZATION tab, there are four filter buttons: Inventory, States, DMA, and Browser. To the right of these buttons is a 'Select Dimension' dropdown menu and a 'RESET' button. Below the filters is a table with the following data:

BROWSER	IMPRESSIONS	MRC VIEWAB.	VCPM (MRC)
Opera	64	37.50%	\$60.67
Safari	3,529	51.28%	\$23.98
IE	1,369	46.71%	\$16.55
Firefox	1,187	55.33%	\$13.90
Chrome	4,146	73.11%	\$12.30

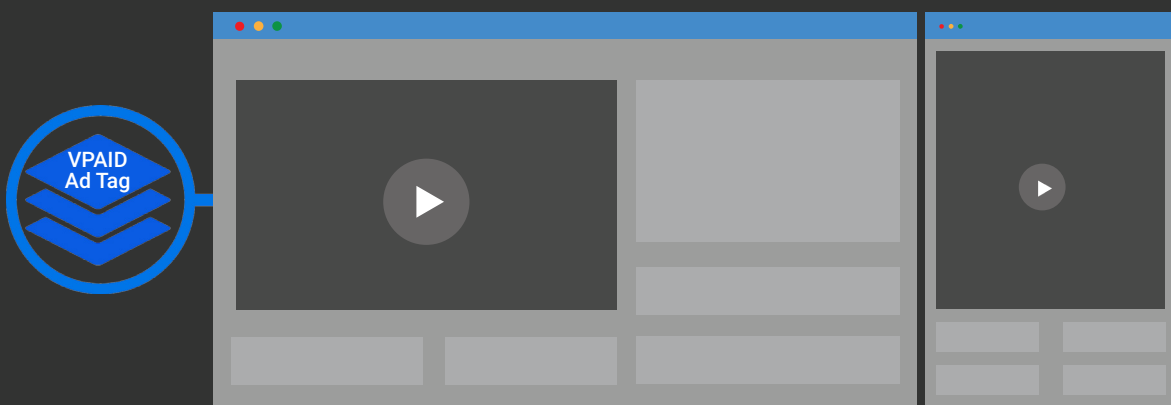


# What this means for ROI

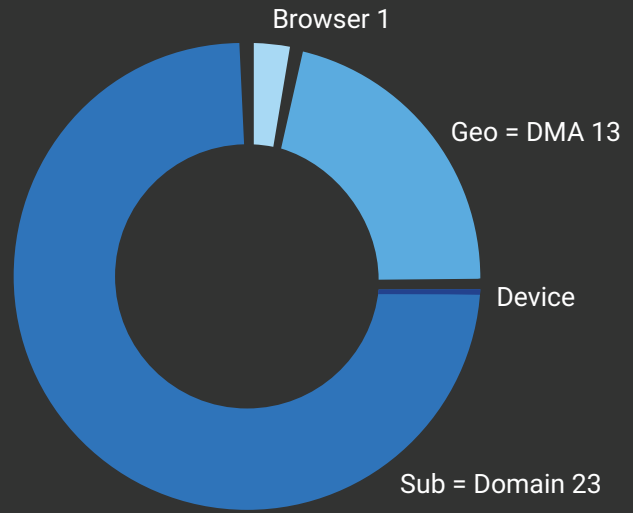
Using multiple variables to determine exactly where non-viewable impressions are creating issues or exceeding expectations, then applying multi-dimensional pre-qualifications, vCPM inevitably decreases. As vCPM decreases every dollar spent becomes more accountable.

## Single Variable Exclusion vs. Multivariate Exclusions Example:

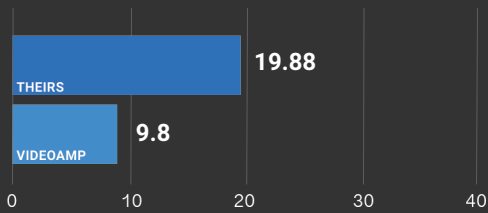
Removal of a whole domain vs. Removal of a specific player in particular geo-location within a specific domain. Multivariate optimization allows for a much more targeted approach of either exclusion or inclusion of certain inventory.



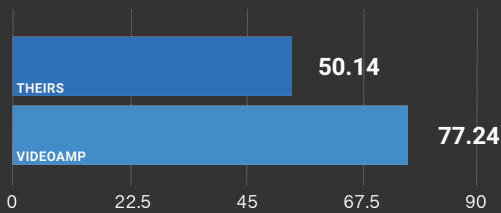
- Geo=State/DMA
- Sub=Domain
- Browser
- Device



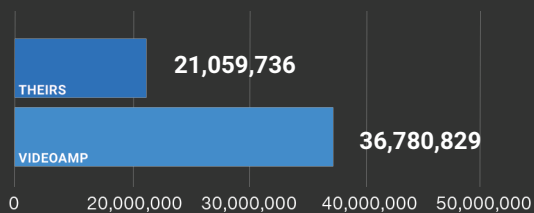
No need to exclude whole states or domains within a specific geo targeted buy. Can limit the combination of DMA/site name that was causing a good chunk of the poor performance.



Reduction in vCPM: **102.86%**



Lift in Viewability: **54.05%**



Lift in Reach: **74.65%**



The Total Video Platform