VIEWABILITY

Viewability

Advertiser demand for viewable impressions has meant that viewable rates have risen steadily year-over-year. High viewable rates are now almost a given within a campaign — and certainly table stakes for advertisers. In fact, according to DoubleVerify's 2023 Global Insights Report, overall video viewability reached 74%, enough to meet the IAB's recommended 70% target threshold for viewability. It was not long ago that viewability rates of 50% were the industry norm, but rates are on the rise. According to the Integral Ad Science 2022 Media Quality Report, viewability averages stand above 75% across nearly all formats and environments worldwide. While this marks an impressive accomplishment, that range indicates that as much as one-quarter of digital ads are going unseen by consumers in certain environments. This viewability gap creates challenges for both the buy and sell-sides of the digital media business.

But just as the Internet can never be completely brand safe or free of fraud, all ads cannot be viewable. From page timeouts to a user scrolling too quickly, there are a number of reasons why some ads don't have the opportunity to be seen, which is why measuring viewability remains critical. And it is particularly challenging to measure viewability on video impressions. Ads that are not seen or heard are essentially wasted media for the advertiser.

Viewability best practices
Marketers often talk about reaching the right consumers, in the right places, in the appropriate context. But first, marketers should ensure their ads have the opportunity to be viewable and to make a lasting impact. After all, advertising can't be effective without first being seen.

Here are a few recommended best practices when it comes to viewability:

- Follow industry standards for viewability

- Leverage IVT detection and prevention, as well as blocking technology, so that you're only sending ads to real people – and paying for safe, viewable impressions

- Leverage predictive targeting for viewability

- Reallocate spend to formats that are performing better during your campaigns

- Look out for new ad formats that may result from publishers trying to optimise their site

- Ensure cross-platform, cross-device and cross-browser viewability measurement using geometric methodology

- Work with MRC-accredited verification providers for both display and video viewability

- Make sure the verification provider can support custom measurement based on brand needs

- Advocate for OMID adoption, eliminating the need for multiple vendor integrations and facilitating third-party verification measurement for ads served to mobile app environments

- Look beyond standard viewability metrics toward attention metrics like exposure and engagement to help drive performance

Helen Mussard
Chief Marketing Officer
mussard@iabeurope.eu

iab.europe