**White Paper**

Increasing the Impact of Online Advertising with Ad Attention Solutions by Meetrics

Challenges
The basic thing an advertiser wants to know is, if someone has seen their ad and if that person will buy their product. In order to challenge this key facts they get the chance to achieve the highest possible efficiency on their investment. In the field of TV and print advertising, potentially attainable goals and optimisation techniques have been matured over time. In online advertising, approaches and standards are emerging to control and increase brand impact.
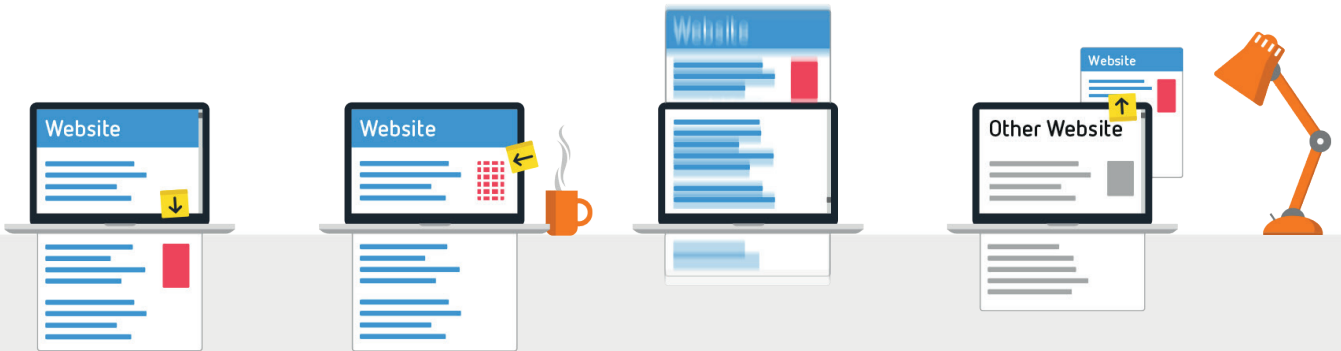
Solutions
Different measures are implemented to increase the impact of online campaigns. One approach is to adjust the ad frequency for every user, in order to attain the most efficient advertising recall as possible.
The common trend now is to verify if an ad has become viewable at all. Adverts with at least 50% of its area that has been recognised for at least one second by the user, are counted as viewable (50/1). This definition is endorsed by the Media Rating Council and the IAB. In addition to this, further definitions of Viewability exist on the market. However, the increase of the proportion of guaranteed viewable adverts does not necessarily lead to a better advertising effect, as the minimum length of one second is no guarantee for a high impact.

Figure 1: Transformation of Advertising Effect in Dependence of the Viewtime

With a viewtime of more than five seconds the ad recall increases compared to the group of those who haven't had contact with the campaign by more than 200 percent

Source:
Three FMCG campaigns measured in the UIM network (Universal Ad Package) respondents N=2731
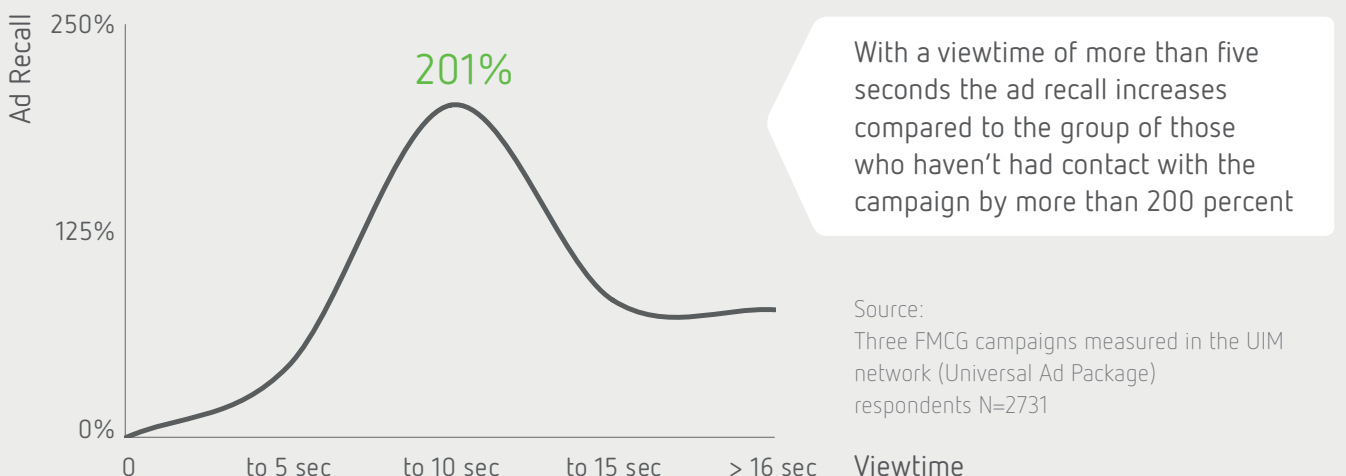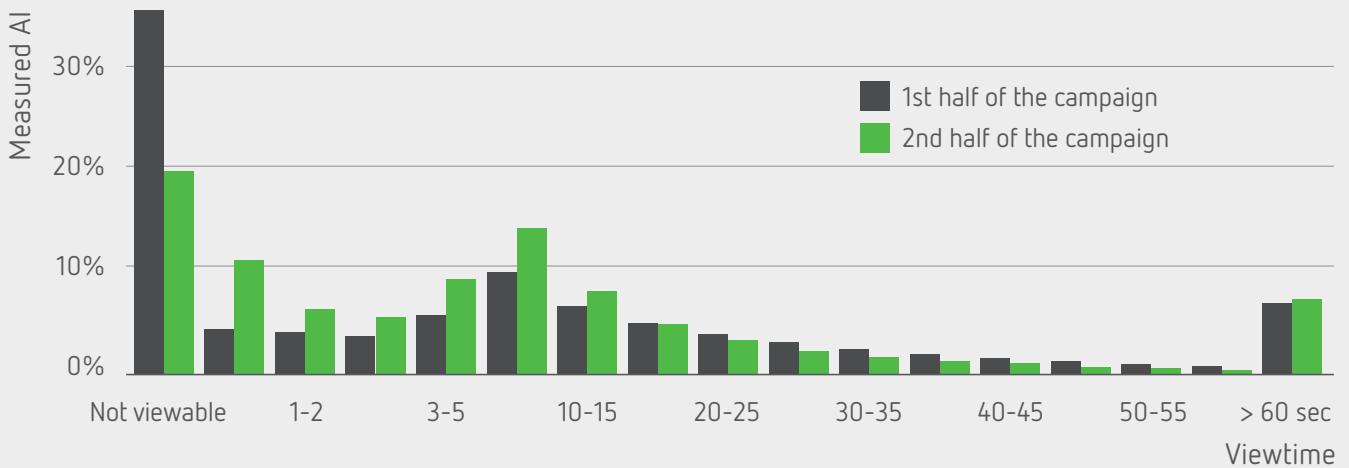
## Figure 2: Ad Impression Distribution by Viewtime before and after Optimisation

Source: First and second part of a FMCG campaign, Volume: 9 million Ad Impressions

Meetrics regularly conducts studies on the effect of advertising and brand awareness on behalf of their clients. The decisive factor in regards to the advertising appeal is the length of time the ad has become viewable. Therefore, Meetrics offers its customers a solution that specifically enhances the advertising effect, through selecting the placements where the ads will be viewable for a sufficient length of time. With this approach, Meetrics has been able to identify placements that raise the ad recall by 200% (see fig. 1).

Conclusion

In order to achieve the best possible efficiency for an online campaign, it is crucial to enhance the duration of the ads Viewtime. Optimisation should therefore reach the aim of being seen for a minimum of five seconds. Meetrics' Ad Attention Manager provides the opportunity to identify the placements that will be viewable for a longer amount of time. With the help of this intuitive dashboard, advertisers have for example succeeded in reducing the proportion of Non-viewable Impressions by more than 15%, and drastically increased the delivery of ads with up to 15 seconds Viewability (see fig. 2), resulting in a better viewable CPM with the overall ad recall of those ads being raised by more than 90%.
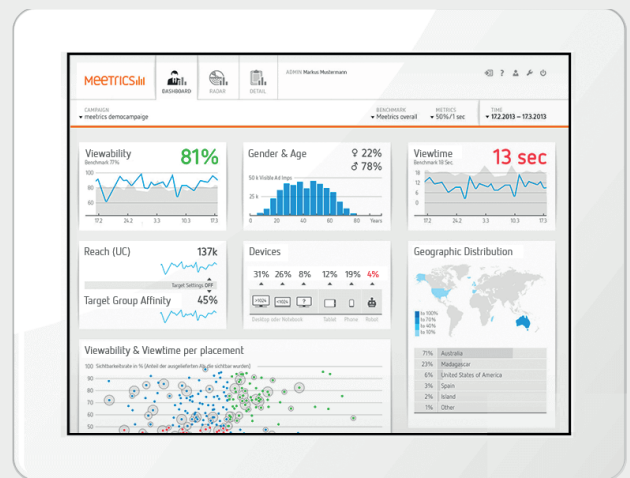
Dashboard of the Ad Attention Manager

About us

Meetrics is a leading company on the global market for technical solutions which increase media quality and the effectiveness of digital branding campaigns. Alongside the viewability measurement of online ads, Meetrics provides the opportunity to control key figures on Ad Fraud, Brand Safety and Audience.
The client base includes major digital marketing companies such as Condé Nast, Dentsu Aegis Network, Forward Ad Group, GroupM, Interactive Media, Mindshare, OMG, Platform161, Sanoma and United Internet Media.