

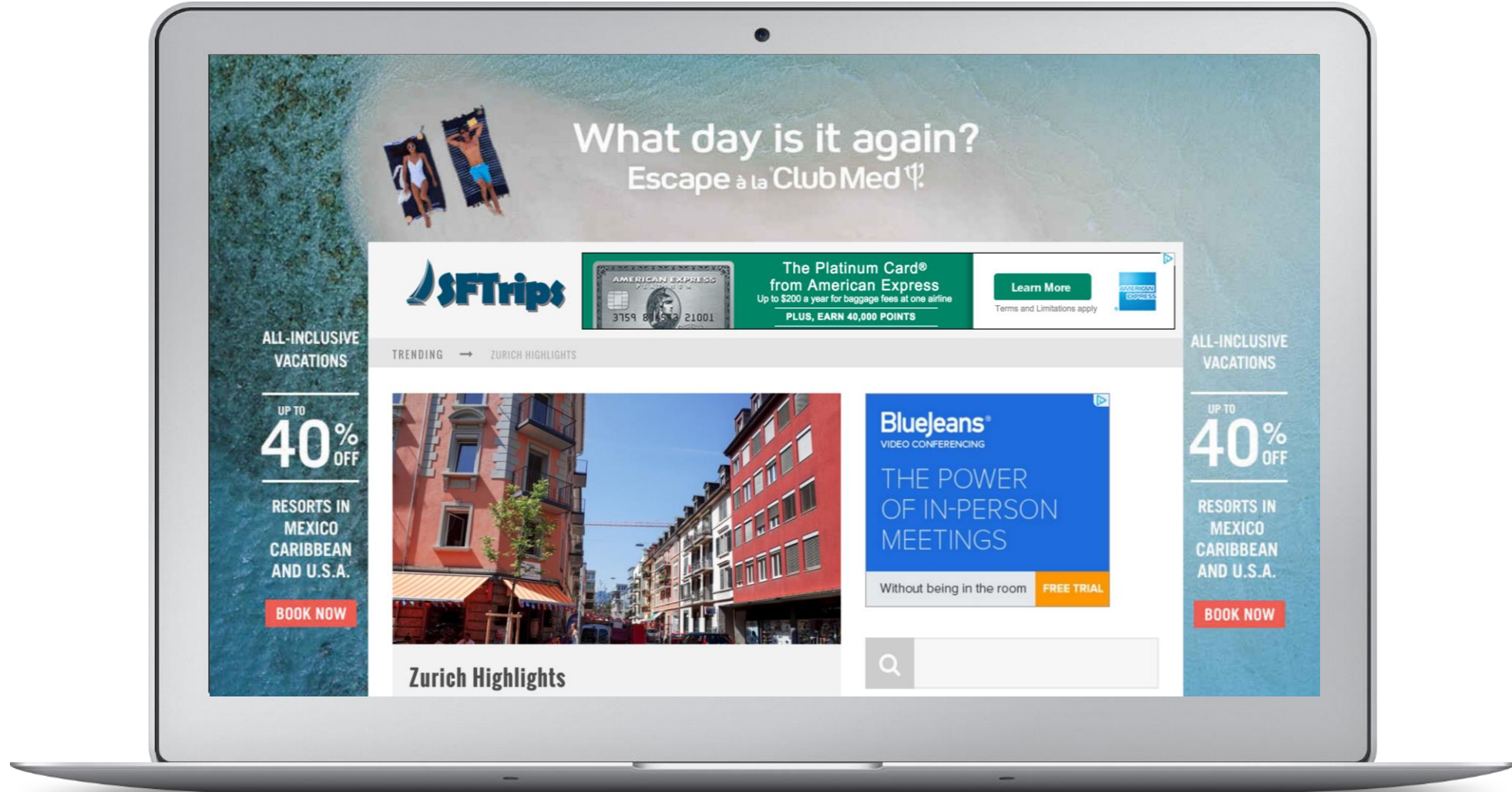


SUBLIMESKINZ

CASE STUDY

| VIEWABILITY METRICS
US CAMPAIGNS

Campaign Example



| | Viewability | In-view time | Interaction | Interaction time |
|--------------------------|-------------|--------------|-------------|------------------|
| DESKTOP BENCHMARK | 54,1% | 24,9 sec | 2,8% | 5,1 sec |
| SUBLIME SKINZ CAMPAIGNS* | 92,4% | 85,5 sec | 15,2% | 12,4 sec |
| SUBLIME SKINZ LIFT | +38,4% | +60,6 sec | +12,4% | +7,3 sec |

*MOAT study conducted from October 2015 through February 2016 on the campaigns of 20 participating Sublime Skinz B2C clients in the entertainment, healthcare, retail and consumer package goods sectors.




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Skinz' Ad Units Outperform Standard Digital Ad Units, According To Moat Findings

by Tobi Elkin @tobelkin, Yesterday, 9:13 AM [Comment](#) [★ Recommend \(3\)](#)



Do skin-based digital ads units perform better than Interactive Advertising Bureau (IAB) standard digital ad units? A study conducted by Moat with Sublime Skinz, a skin-based digital ad company, indicates that they do.

The study, which tracked viewability on Skinz ad units—which include wallpapers that take over backgrounds of web pages, homepage takeovers, video walls, in-display video and interactive backgrounds—found that in-view performance for Skinz units was 92.4% vs. 54.1% for standard ad units. In-view refers to when a

