

# PULLING BACK THE CURTAIN:

VIEWABILITY & DIRECT RESPONSE

M/GNA

IPG MEDIA LAB

MOAT

 theTradeDesk

# WHAT WE KNOW WITH BRANDING CAMPAIGNS



VIEWABILITY + BRANDING IMPACT  
= **STRONG RELATIONSHIP**



BUT, SOME IMPRESSIONS BELOW THE  
STANDARD CAN **HAVE AN IMPACT**



'**TIME-IN-VIEW**' IS MORE IMPORTANT  
THAN 'PERCENT-ON-SCREEN'\*



**VS**

**LEARN MORE**

**SIGN UP**

**REGISTER**



## **BRANDING-FOCUSED**

**BUT, THESE CAMPAIGNS ARE ONLY A  
PORTION OF THE MEDIA BUYING  
LANDSCAPE**

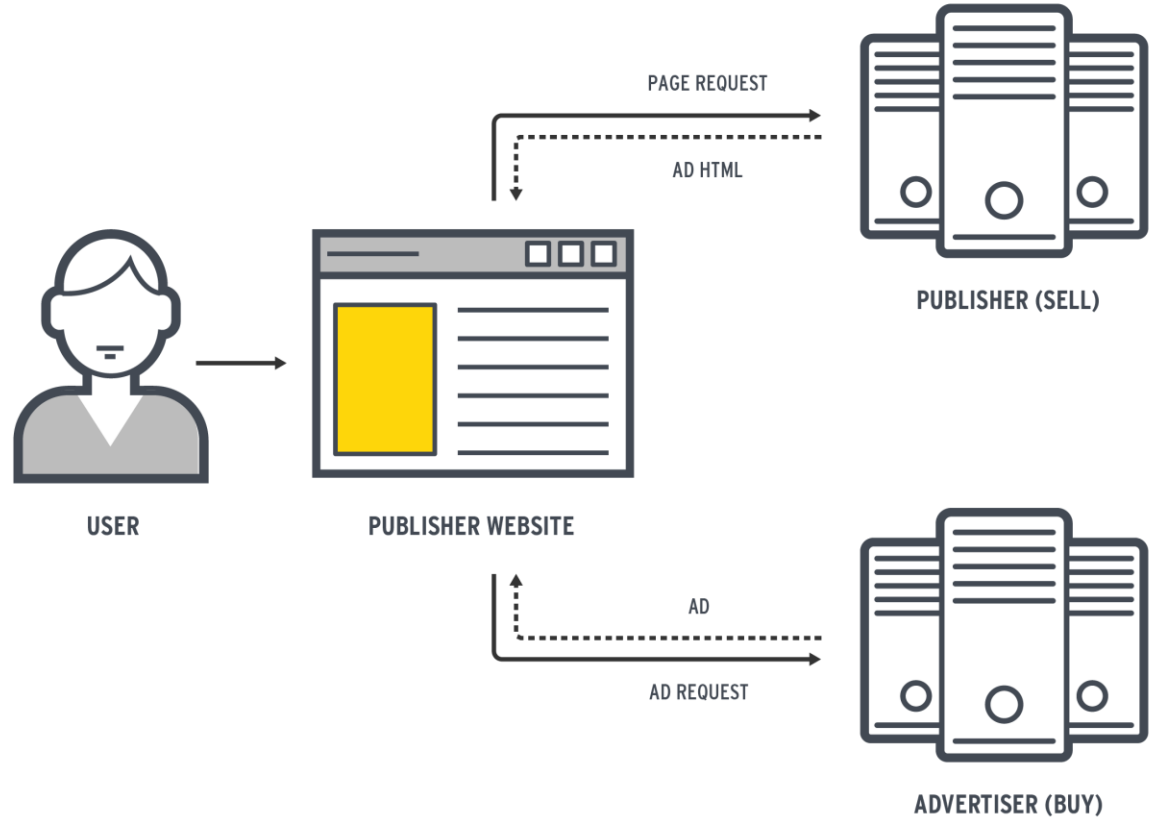
## **DIRECT RESPONSE**

**ABOUT 2/3 OF INTERNET AD REVENUE  
IS PERFORMANCE BASED, WHICH FACE  
DIFFERENT ISSUES**

# HOW DIRECT RESPONSE CAMPAIGNS ARE MEASURED

Some impressions bought are never viewed by consumers (due to invalid traffic), but we still count those impressions when we track conversion metrics.

A better understanding of these campaigns can help our clients and the advertising industry improve media buying strategies.





**WE  
EXPLORED**

## **THE RELATIONSHIP**

Relationship between direct response  
campaign performance +  
viewability and engagement metrics

# METHODOLOGY

TRACKED REAL CAMPAIGNS RUNNING ON THE  
TRADE DESK'S DSP FOR 3 MONTHS



## 4 INDUSTRIES



RAW DATA  
COLLECTED



Total Impressions  
Total Conversions  
Unique Consumers  
Viewability &  
Engagement Data

ANALYZED

**58,811,308**

DISPLAY IMPRESSIONS  
ON DESKTOP & MOBILE WEB

## IMPRESSION LEVEL DATA

MOAT

Combined viewability  
data (Moat) +  
conversion data (TTD)

# CAMPAIGN DETAILS

CAMPAIGNS WERE **OPTIMIZED TOWARD CONVERSIONS**

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PERFORMANCE METRIC =  
CONVERSIONS PER 1000 PEOPLE

**PRIMARY ONLINE CONVERSIONS INCLUDED**

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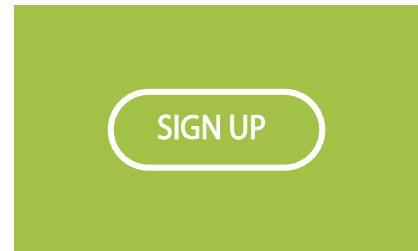
ONLINE TICKET SALES



VISIT PRODUCT A INFO PAGE



VISIT PRODUCT B INFO PAGE



SIGN UP FOR TRIAL SUBSCRIPTION

# METRICS WE MEASURED

## VIEWABILITY MEASURES



### TIME-IN-VIEW

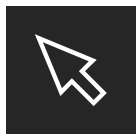
Total sum of time creatives are on-screen for each consumer



### PERCENT-ON-SCREEN\*

Average percent of pixels of a creative that are on-screen for each consumer

## ENGAGEMENT MEASURES



### UNIVERSAL INTERACTION RATE

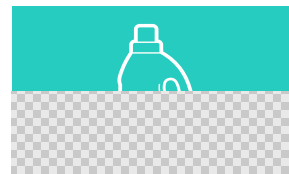
Whether a user interacts (hovers over) the ad for  $\geq .5$  sec



### UNIVERSAL INTERACTION TIME

Cumulative time that a user interacts (hovers over) the ad for  $\geq .5$  sec

## VIEWABILITY STANDARDS



### MRC STANDARD:

50%

1 SEC



### AGENCY ALTERNATIVE #1

80%

1 SEC



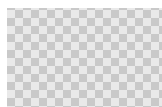
### AGENCY ALTERNATIVE #2

100%

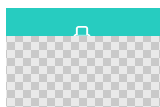
N/A

## GRANULAR VIEWABILITY DATA\*

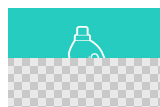
TIME AD HAD  
% OF PIXELS  
ON-SCREEN



0%  
PIXELS



1-19%  
PIXELS



20-49%  
PIXELS



50-79%  
PIXELS



80-99%  
PIXELS



100%  
PIXELS

\* Previously Referred to as Percent-In-View in the following study: "Viewability - Putting Science Behind the Standards" Feb 2016



# QUESTIONS

1

WHAT HAPPENS  
TO CAMPAIGN  
PERFORMANCE WHEN  
YOU TAKE  
VIEWABILITY INTO  
ACCOUNT?

2

HOW DOES THE MRC  
STANDARD COMPARE TO  
AGENCY ALTERNATIVES?

3

WHAT HAPPENS  
AS VIEWABILITY,  
EXPOSURE, AND  
ENGAGEMENT  
LEVELS INCREASE?

4

IS THERE A CERTAIN  
% OF VIEWABLE  
IMPRESSIONS THAT  
CAMPAIGNS SHOULD  
AIM FOR?

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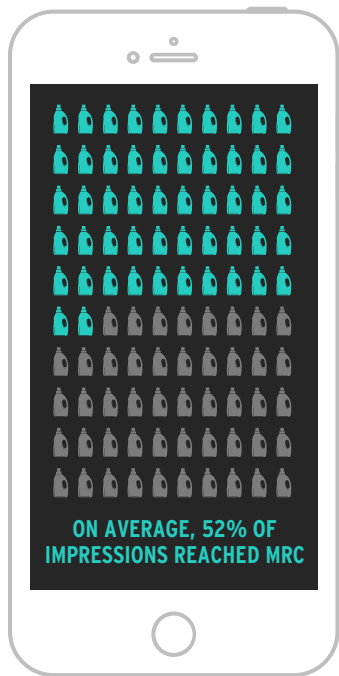
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# A PORTION OF EACH CAMPAIGN WAS NOT MRC-VIEWABLE BECAUSE TEST CAMPAIGNS WERE NOT OPTIMIZED TOWARDS VIEWABILITY



## % OF IMPRESSIONS THAT WERE MRC-VIEWABLE

■ Non-MRC Viewable, Valid Measurable Traffic ■ MRC Viewable

### ONLINE TICKET SALES



### VISIT PRODUCT A INFO PAGE



### VISIT PRODUCT B INFO PAGE



### SIGN UP FOR TRIAL SUBSCRIPTION



-----  
100% of Valid Measurable Impressions

# CONVERSION RATES ARE HIGHER WHEN ONLY THOSE WITH MRC-VIEWABLE IMPRESSIONS ARE INCLUDED

## CONVERSIONS BY IMPRESSION SEGMENT

👤 Conversions / 1000 People

ALL CONSUMERS  
TRACKED IN STUDY



CONSUMERS EXPOSED TO  
0 MRC IMPRESSIONS



CONSUMERS EXPOSED TO  
AT LEAST 1 MRC IMPRESSION

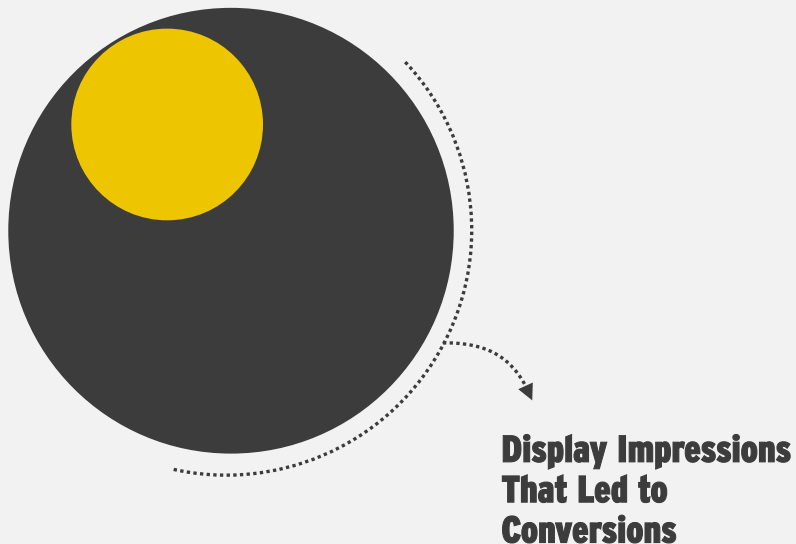


People exposed to 1+ viewable impressions converted at a higher rate

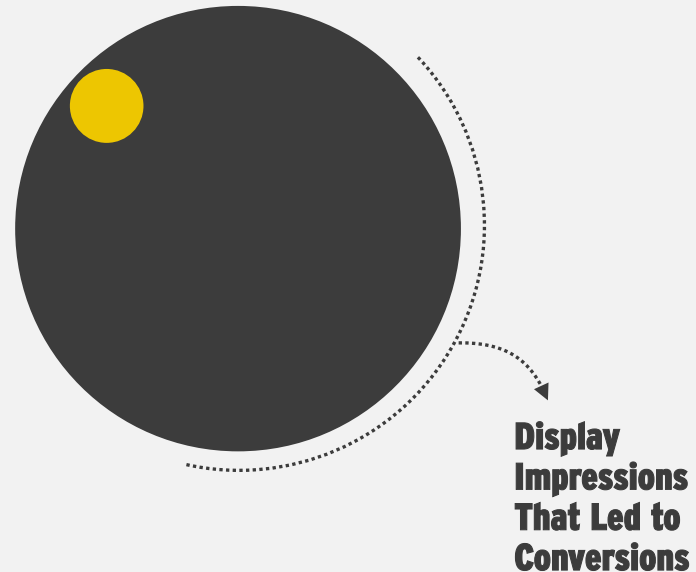
# ADDING VIEWABILITY TO MULTI-TOUCH MORE ACCURATELY ATTRIBUTES CONVERSIONS

● MRC VIEWABLE    ● NON-MRC VIEWABLE

## STANDARD MULTI-TOUCH MODEL



## MULTI-TOUCH MODEL + VIEWABILITY



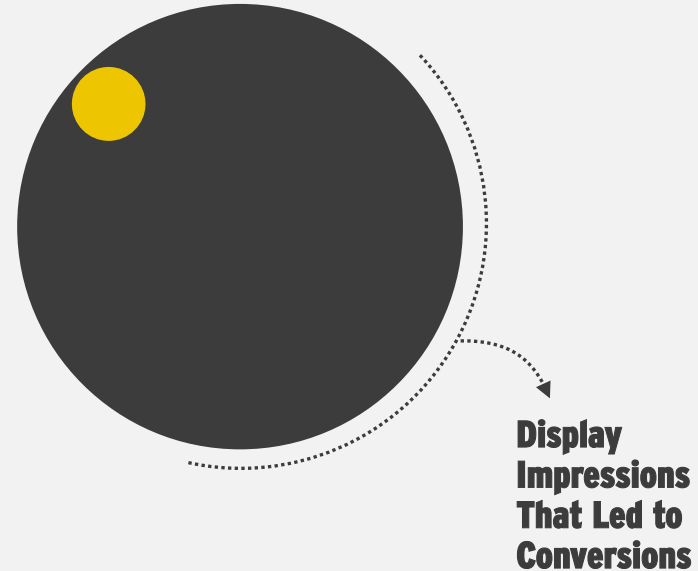
# ADDING VIEWABILITY TO MULTI-TOUCH MORE ACCURATELY ATTRIBUTES CONVERSIONS

● MRC VIEWABLE

● NON-MRC VIEWABLE

**WITH VIEWABILITY INCLUDED, THE MODEL ASSIGNS LESS IMPORTANCE/CREDIT TO NON-VIEWABLE IMPRESSIONS**

**MULTI-TOUCH MODEL + VIEWABILITY**



## ANSWER #1



**VIEWABILITY**  
IS IMPORTANT  
FOR AN ACCURATE  
UNDERSTANDING OF  
HOW WELL CAMPAIGNS  
PERFORM

# QUESTIONS

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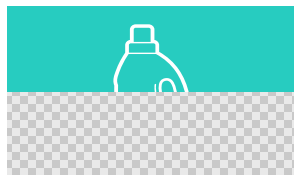
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IMPRESSIONS THAT  
CAMPAIGNS SHOULD  
AIM FOR?



# REGARDLESS OF VIEWABILITY LENS, PERFORMANCE METRICS LOOK SIMILAR



## MRC STANDARD:

50%

00:01 SEC

IMPRESSIONS  
MET MRC  
VIEWABILITY  
STANDARD



Conversions / 1000 People

9.8  
CONVERSIONS

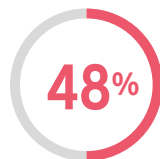


## AGENCY ALTERNATIVE #1

80%

00:01 SEC

IMPRESSIONS  
MET VIEWABILITY  
ALTERNATIVE



10.3  
CONVERSIONS



## AGENCY ALTERNATIVE #2

100%

N/A

IMPRESSIONS  
MET VIEWABILITY  
ALTERNATIVE

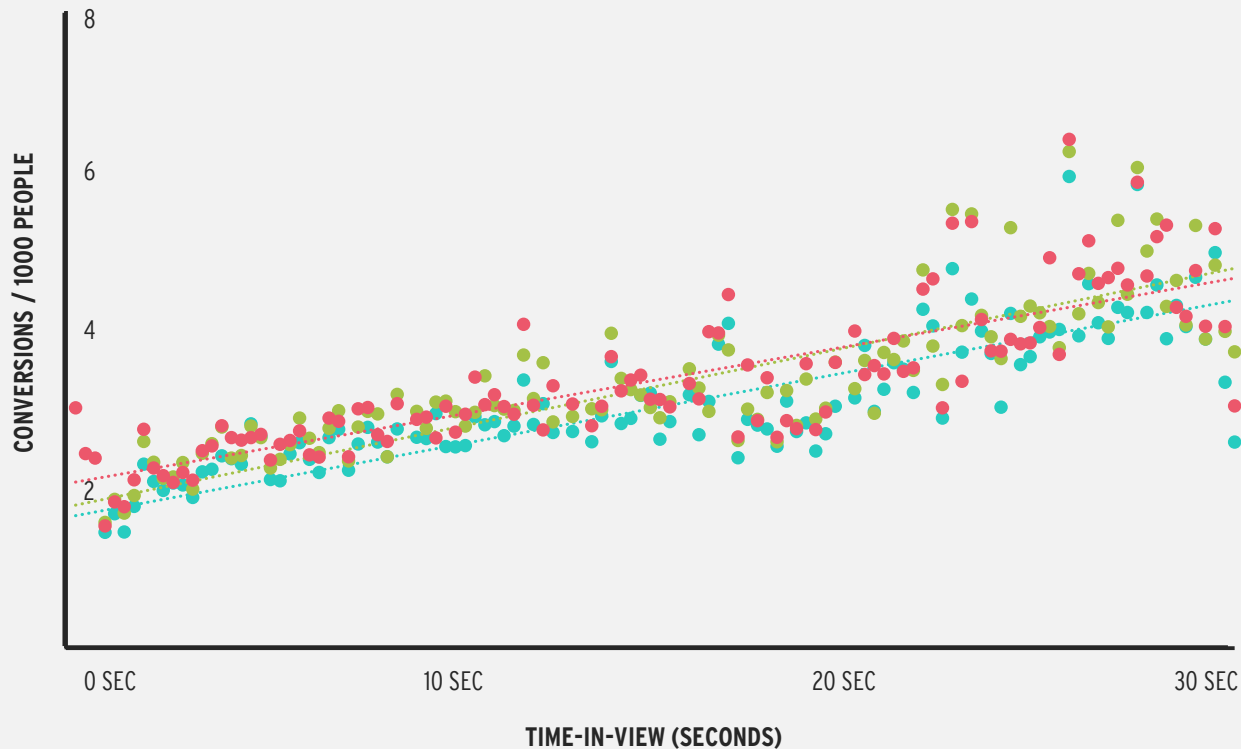


10.0  
CONVERSIONS

# TIME-IN-VIEW IMPORTANT NO MATTER THE MINIMUM VIEWABILITY THRESHOLD

- MRC Standard
- Agency Alternative #1
- Agency Alternative #2

## TIME-IN-VIEW BY IMPRESSIONS THAT REACH MINIMUM VIEWABILITY STANDARD/ALTERNATIVE



# MRC Impressions: n=21,558,710; # Alternative 1 Impressions: n=20,288,210; # Alternative 2 Impressions: n=20,761,051 / All impression counts are those displayed in chart, outliers filtered

## ANSWER #2



**DESPITE HOW  
STRICT THE  
VIEWABILITY  
THRESHOLD IS,  
PERFORMANCE  
METRICS LOOK  
SIMILAR**

# QUESTIONS

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HOW DOES THE MRC STANDARD COMPARE TO AGENCY ALTERNATIVES?

3

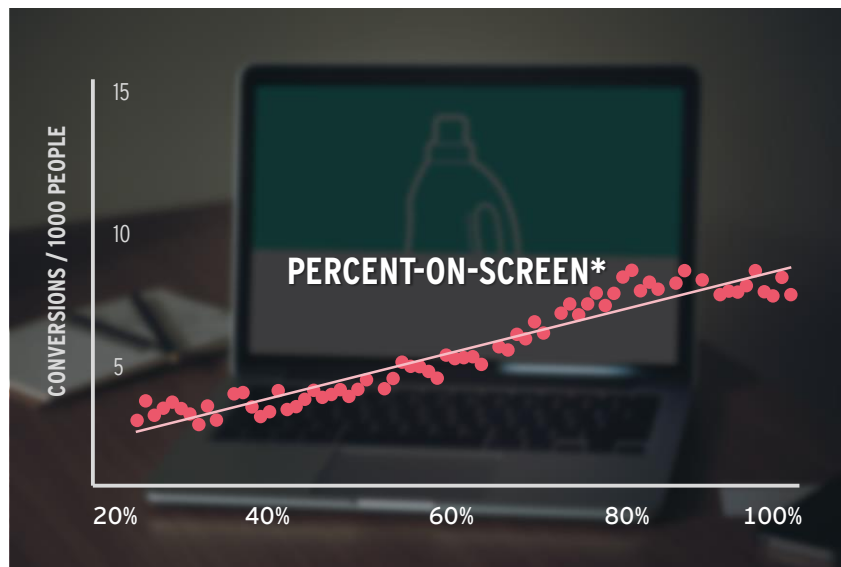
WHAT HAPPENS AS VIEWABILITY, EXPOSURE, AND ENGAGEMENT LEVELS INCREASE?

4

IS THERE A CERTAIN % OF VIEWABLE IMPRESSIONS THAT CAMPAIGNS SHOULD AIM FOR?

# AS BOTH TIME-IN-VIEW AND PERCENT-ON-SCREEN INCREASE, SO DO CONVERSIONS

## Viewability Dimensions by Conversions



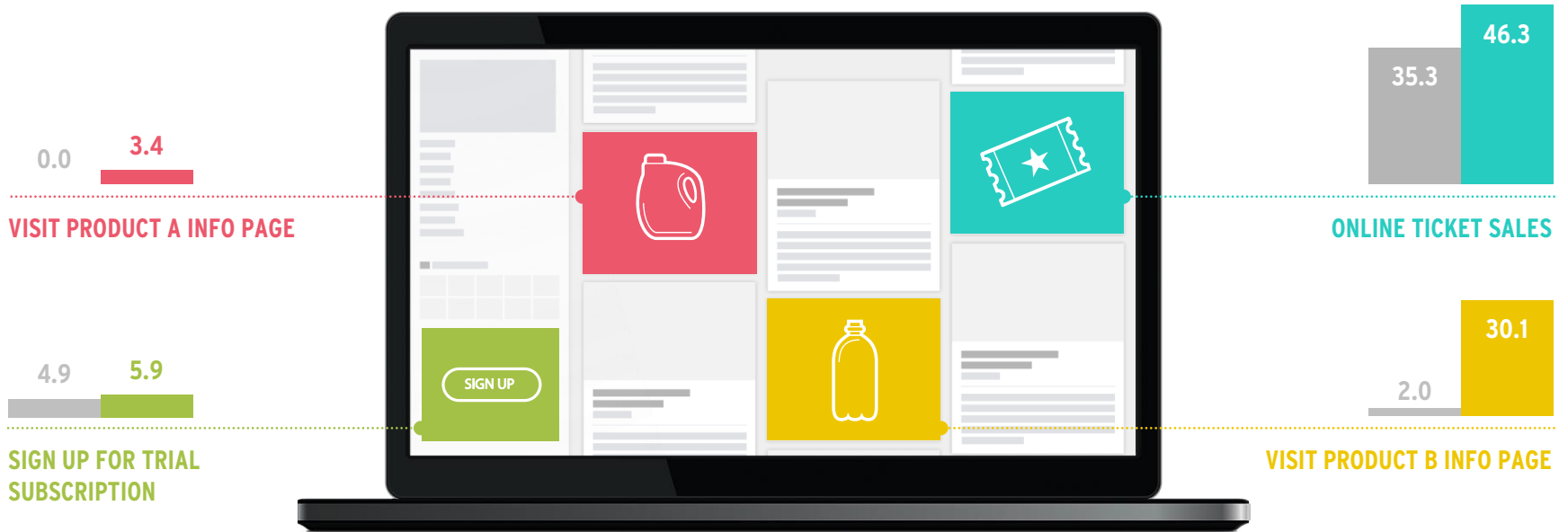
# Overall Impressions: n= 29,262,147 in chart (outliers filtered); Percent-On-Screen is S shape due to viewability bucket constraints

\*Percent-On-Screen=Average percent of pixels of a creatives that are on-screen for each consumer

# PEOPLE WHO INTERACT IMMEDIATELY ARE MORE LIKELY TO CONVERT

## UNIVERSAL INTERACTION RATE BY CONVERSIONS / 1000 PEOPLE

■ No interaction ■ Interacted



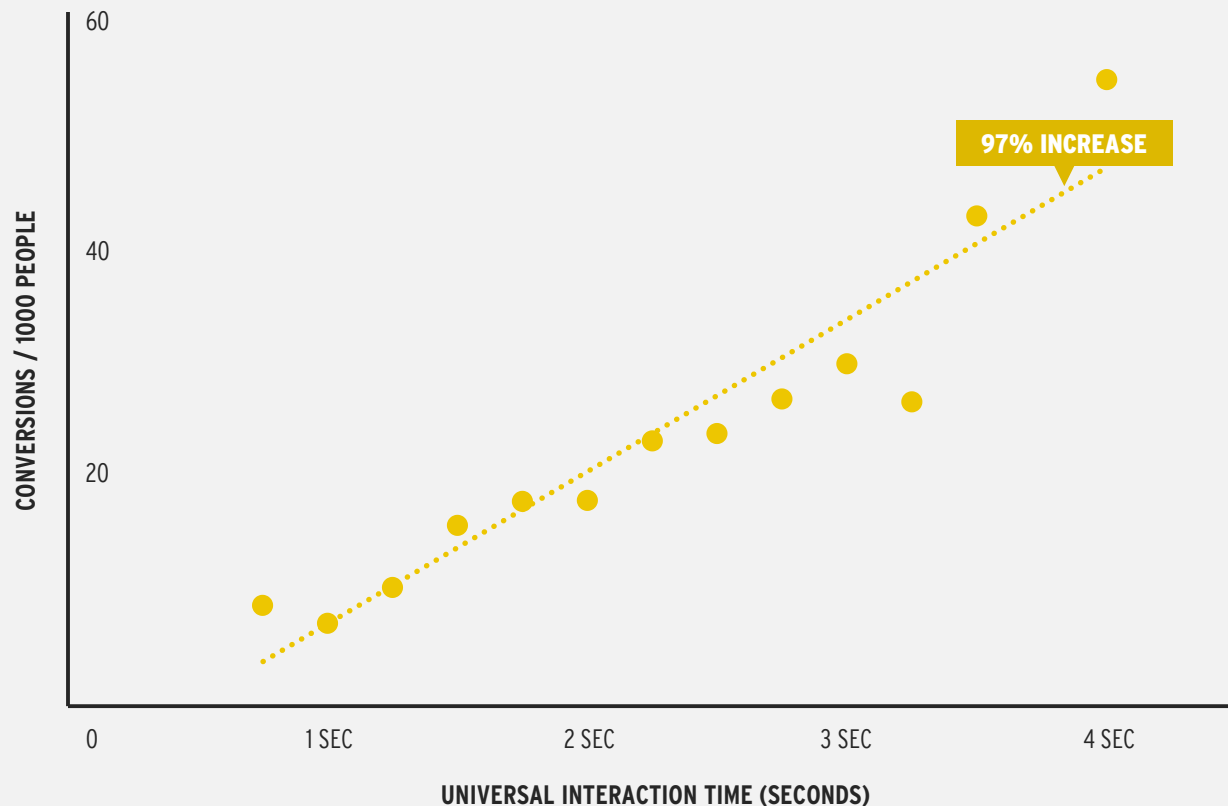
# AND, THE LONGER THE INTERACTION, THE BETTER

VISIT PRODUCT B INFO PAGE ●

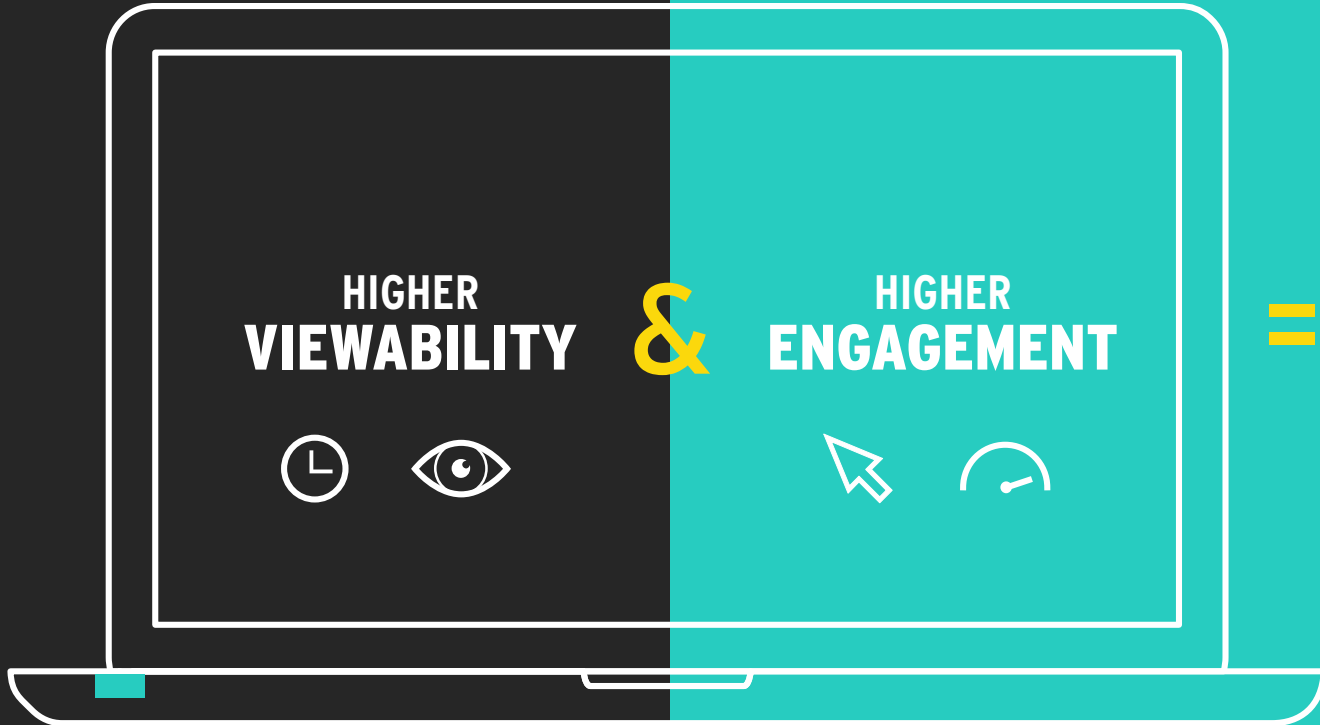
46.5 New conversions

For all campaigns, higher conversions as Universal Interaction Time goes up

## UNIVERSAL INTERACTION RATE BY CONVERSIONS



# ANSWER #3



HIGHER  
VIEWABILITY



&

HIGHER  
ENGAGEMENT



=  
= MORE  
CONVERSIONS



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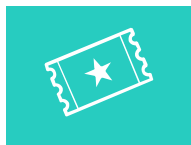
IS THERE A CERTAIN  
% OF VIEWABLE  
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# IN GENERAL, HIGHER 'IN-VIEW RATES' WERE RELATED TO HIGHER CONVERSIONS

## RELATIONSHIP BETWEEN IN-VIEW RATE AND CONVERSIONS

In-View Rate = Total # of impressions that reach the MRC viewability standard

**HOWEVER, FOR 1 CAMPAIGN, OTHER FACTOR(S) APPEARED TO BE A STRONGER DRIVER OF IMPACT**



### ONLINE TICKET SALES

STRONGLY CORRELATED

CORRELATED

NOT CORRELATED

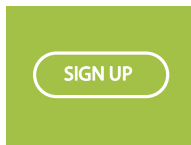


### VISIT PRODUCT B INFO PAGE

STRONGLY CORRELATED

CORRELATED

NOT CORRELATED



### SIGN UP FOR TRIAL SUBSCRIPTION

STRONGLY CORRELATED

CORRELATED

NOT CORRELATED

# Impressions: PRODUCT INFO B n=1,340,303, Sign Up n=27,444,433, Online Ticket Sales n=8,295,299

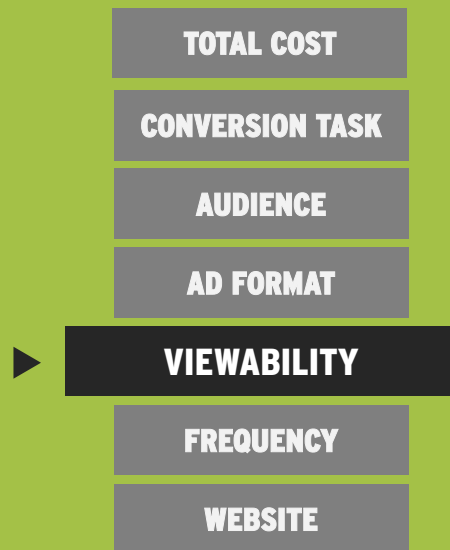
\* Consumers grouped into five in-view rate ranges

^ Product Info (A) Campaign: Sample sizes per viewability range too low to draw conclusions

# REAL CAMPAIGNS ARE A **BALANCING** ACT

**PERFORMANCE**

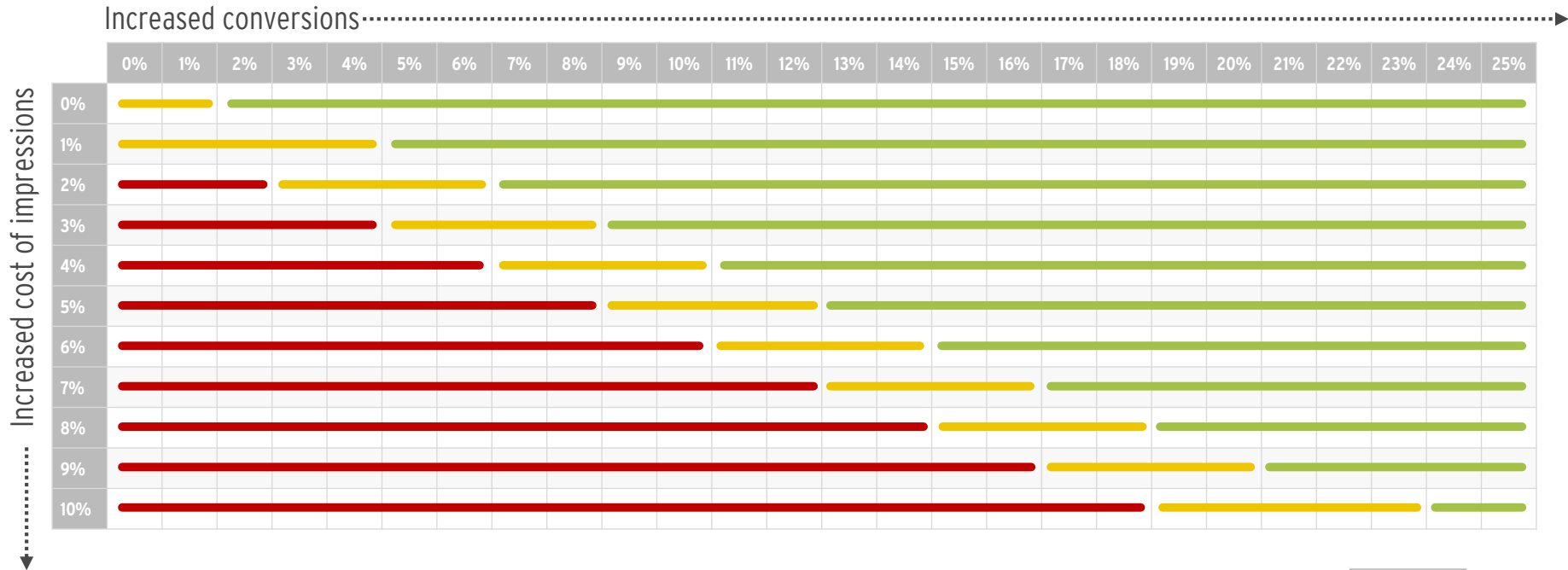
WHILE VIEWABILITY IS STRONGLY RELATED TO  
PERFORMANCE, IT'S NOT THE ONLY FACTOR



# FIGURE OUT WHEN TO PAY FOR HIGHER VIEWABILITY

Marketers should balance the increased cost of higher viewability vs. the increase in conversions gained

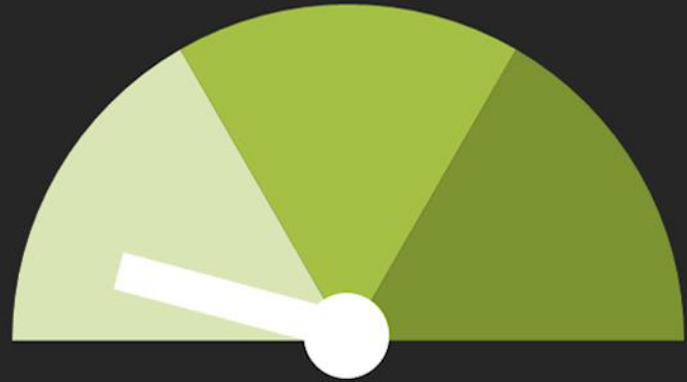
**HYPOTHETICAL DATA: VIEWABILITY VALUE TRADEOFF**    — ✗    — !    — ✓



## ANSWER #4



VIEWABILITY

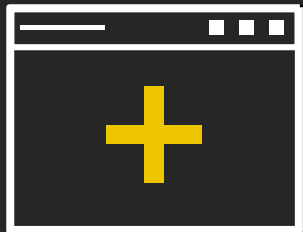


PERFORMANCE

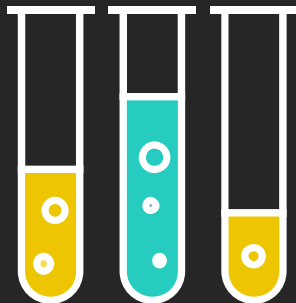
**VIEWABILITY IS A CRITICAL DIAGNOSTIC TOOL  
BUT THERE IS NO MAGIC 'IN-VIEW RATE' THAT WE KNOW  
WILL MAKE THE DIFFERENCE**

# IMPLICATIONS

**INCLUDE VIEWABILITY MEASUREMENT IN DIRECT RESPONSE CAMPAIGNS. WITHOUT IT, NON-VIEWABLE IMPRESSIONS CAN PAINT AN INACCURATE PICTURE OF WHAT HAPPENED**



**TRACK MORE ADVANCED VIEWABILITY & ENGAGEMENT METRICS FOR A MORE GRANULAR PICTURE OF A CAMPAIGN**



**CAMPAIGN PERFORMANCE ISN'T ALWAYS PERFECTLY RELATED TO VIEWABILITY**

It isn't always possible to access inventory to deliver extremely high (80+) percent of impressions that are MRC-viewable. Because some placements don't have extremely high viewability levels, open up viewability requirements to reach a larger audience

Experiment to find the best performing combination of viewability rates and engagement levels, especially given other factors can play a role in performance