

Press Release

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DELTA PROJECTS

Delta Projects releases in-screen optimization feature

Today, Delta Projects releases its' new in-screen optimization feature, making viewability a key aspect for campaign setups. Normally an ad impression is solely based on the fact that a user visits a website, without taking into account whether or not the ad was viewable or not. According to Google's display ad viewability study (<https://www.thinkwithgoogle.com/infographics/5-factors-of-viewability.html>), only 43,9 % of all impressions served on the Google display platforms are actually seen, because most ads are served outside the browser window area. With this new feature Delta Projects can measure and control this, impression by impression.

The feature enables users to set a hard in-screen limit for ad viewability, ranging from 0 to 100 %. When the value is set, the campaign won't buy placements that have a (recent) historical in-screen percentage under the limit. The effects of this new optimization setting have so far been outstanding, with the percentage of viewable impressions increasing to 80%. The number for campaigns *not* using the feature was 46 %.

Björn Öström, Head of DSP at Delta Projects comments:

"The market's rapid development creates new demands on us to ensure quality, and thus provide programmatic with the right conditions for new advances in online advertising. With the in-screen optimizer our clients can set their own in-screen limits and gain full control of their campaigns, making sure the don't have to pay for impressions that are never viewed."

ENDS

About Delta Projects

Delta Projects develop smart campaign management solutions for efficient online advertising. Delta Projects "Campaign Management Platform" is based on a Demand Side Platform (DSP) with added IQ and built-in Ad Hosting (Ad Server). The integration to the company-owned Data Management Platform (DMP) serves as base for Delta Projects self-developed behavioral targeting technology and unique way of analyzing data. It is a programmatic buying system with Real-Time-Bidding (RTB) technology closely integrated to all major Ad-Exchanges, Supply Side Platforms (SSP) and its own local media inventory.

Delta Projects "Campaign Management Platform" is a timesaving online tool with functionalities supporting most parts of a traditional media plan; such as planning, buying, optimizing and reporting. Delta Projects' offer also includes training, managed campaign services and personal support.

Delta Projects, founded 2002 in Stockholm, has a long history of introducing new technology to the market. The company has a strong presence in northern Europe with local offices in Sweden, Norway, Denmark, Germany and the Netherlands offering local media-deals and local support. John Lilja is the founder and CEO.

Key tags Delta Projects: Behavioral targeting, RTB – Real Time Bidding. DSP – Demand Side Platform, DMP – Data Management Platform, AdHosting, AdServing, Online display advertising, Online tracking, Online Video, Custom RTB Solutions

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