



I spy with my little eye...

VIEWABILITY IN ONLINE DISPLAY ADVERTISING



DELTA PROJECTS

Over 56,7% of the ads investigated in recent research by Google were not visible. This means that the majority of all ads served in these campaigns were not actually seen by the intended audience. Advertisers are really concerned and tend not to agree with the IAB guidelines to set the benchmark at 70% of all ads in full view for a minimum of 1 second, or 50% of the ad for a minimum of 2 seconds.

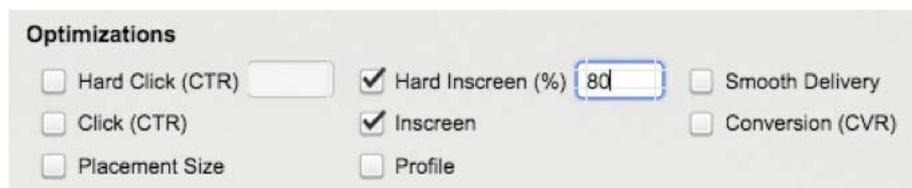
But, there is a trade-off, as 100% viewability will also mean that pricing will need to go up to compensate for the then unsellable inventory. Or, viewable areas on publishers' websites will simply be swamped with advertisements - making these quite unattractive and reducing the chance that your ad will be clicked. Either way, your campaign's CPC and CPA, and the publisher's bounce rates are not really going to benefit from marketing only viewable positions. Publishers may also very well be tempted to influence the viewability information they provide to DSP's and reporting tools.

Of course, one would think that ads that are not viewed at first glance would respond a bit lower than the big premium formats up the top of the home page, but does it make such a big difference? In reality, it is very much depending on the content of the page, site, the campaign settings, the creatives, and may turn out to be a bit different that you would expect. Nobody is able to convey their entire message in the first viewable browser area (700 pixels high from the top to the 'fold') and visitors are actually coming to this site to find information.



Let's take a look at the facts from a ChartBeat report on 25 million user sessions: The top area of home-/landing pages are viewed by 74% of all viewers for only 4 seconds on average. The most viewed area, 83% of all visitors, is actually just 'above the fold' with the attention span peaking at 11 seconds per visitor just 'below the fold'. Almost 50% of all viewers make it to the bottom of the first page, 1500 pixels down from the top of the page.

Different campaigns will require different settings based on the media, ad-formats, profiles and site categories preferred. So wouldn't it be nice if you had the chance to make your own decisions?



Optimizations

<input type="checkbox"/> Hard Click (CTR)	<input type="text" value=""/>	<input checked="" type="checkbox"/> Hard Inscreen (%)	<input type="text" value="80"/>	<input type="checkbox"/> Smooth Delivery
<input type="checkbox"/> Click (CTR)		<input checked="" type="checkbox"/> Inscreen		<input type="checkbox"/> Conversion (CVR)
<input type="checkbox"/> Placement Size		<input type="checkbox"/> Profile		

Delta has introduced the in-screen optimizer feature to enable advertisers 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.

In addition, an in-screen optimizing algorithm will automatically increase the viewable part of your ad impressions up to 80% under the (CPM, CPC, CPA, CTR, profiles, categories, budget, etc.) settings of your campaign.

