



Viewable CPM

There's a lot of talk about viewability these days, which really makes sense. Why should you pay for ad impressions that haven't been viewed? But guaranteed solutions are usually expensive and sometimes hard to understand. Therefore, we want to present another way to evaluate your ad buying on viewability - Viewable CPM.

Viewable CPM is what it sounds like, the CPM-price of the impressions in your campaign that was actually viewable. This metric can be used to evaluate your campaigns on viewability, and help you increase your viewable impressions to a lower CPM.

How? We'll illustrate it with an example:

Let's say you buy 1 million impressions at CPM 10€, with a 100% viewable impressions guaranteed. This would cost you around 10 000€. However, if you were to buy 3 million impressions at CPM 3€, without a guaranteed viewability, for 9000€ and a third of them was viewable, you would get 1 million viewable impressions for a much lower price and an additional 2 million impressions.

In this example, the Viewable CPM for the first campaign would be 10€ and 9€ for the second.

By using this logic and our in-screen optimizer, which optimize your campaign against placements with high viewability, we can make sure you receive maximum viewable impressions to lowest possible price.

The viewable CPM metric allows you to use one metric for all your online activities, clearly stating what you have paid for the viewable impressions you got. It is an obvious KPI for all online advertising and programmatic buying.

To learn more, please contact your local [Delta Projects office](#).

*A viewable impression is defined by IAB as an ad that was at least 50% in-screen for at least one second.

