



NEWS RELEASE

Exponential and Moat partner globally to address ad viewability

Addresses rising trend of non-viewable ads in programmatic era and aims to encourage brands to shift more spend from TV

London, 6 October 2015. Digital advertising company, Exponential Interactive, has entered into a global partnership with analytics firm Moat to address the issue of ads not being seen, by only charging advertisers for ads that are viewable according to the IAB definition*.

Moat – accredited for Display and Video Viewability measurement by the US’ Media Rating Council (MRC) and certified by ABC in the UK – will enable advertisers to see viewability levels for Exponential’s VDX video ad formats.

In its most recent Benchmarks release, Moat revealed that just 56% of video ads it measures globally were viewable in Q2 2015, according to the IAB definition, while it was just 52% for display ads.

“Viewability is one of the biggest issues facing marketers today as an ad that does not have the opportunity to be seen has very little value.” said Jonah Goodhart, Moat’s Co-Founder and CEO. “Working with Exponential will help drive a much needed shift to a world where viewable-impressions are the basic standard.”

Exponential’s VDX (Video Driven Experiences) works across desktop, smartphone and tablet and the viewability guarantee is being offered through Exponential’s vCPME hybrid pricing model, combining CPM (cost per thousand) and CPE (cost per engagement). It charges a CPM price for the number of viewable impressions and then automatically moves to a CPE model if people engage with the ad, such as rolling over for 3 seconds.

“Offering 100% viewability goes way beyond the IAB US’ recommendation that an advertiser should pay for all campaign impressions as long as just 70% are deemed viewable,” said Doug Conely, Exponential’s chief strategy officer. “Video is playing a massive role in consumer engagement, thus offering 100% viewability through an adaptable pricing model will help encourage more brands to shift spend from TV to online video.”

**For in-stream videos, 50% of pixels must be in view for 2 continuous seconds. For display ads, 50% of pixels in view for 1 continuous second.*

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About Exponential

Exponential Interactive delivers innovative advertising experiences that transform the way brands interact with audiences across desktop and mobile. Exponential's platform fuses one of the largest global digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and action. Creativity and audience insights form the foundation for building smarter, more relevant solutions for advertisers and publishers.

Exponential was founded in 2001 and has locations in 22 countries. www.exponential.com