

New offering from Meetrics reveals why ads aren't viewable

Move follows industry certification and raft of major new clients

London, 30 November 2015 – European ad verification company Meetrics has launched a new offering that enables buyers and sellers of online ads to see why they aren't viewable.

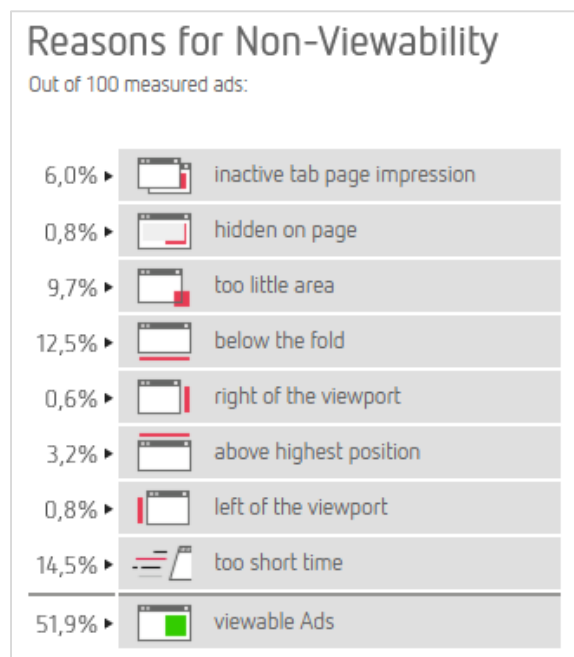
Early data from the "Reasons for Non-viewability" feature reveals the three main reasons why ads aren't viewable:

- It's in the user's page window for too short a time
- It appears below the page fold
- Too little of the ad is viewable.

The IAB and Media Ratings Council recommends an ad is considered viewable if 50% of it is in view for at least 1 second.

"Traditionally, buyers and sellers of online ads only had half the picture in regards to viewability – the percentage viewable and not viewable," explains Anant Joshi, Director International Business at Meetrics. *"This provides the full picture, giving them new insights on why ads aren't viewable, thus, providing a tremendous advantage in how to solve the issue and maximise viewability. This will become increasingly important as publishers move more towards selling ads by how long they were viewed rather than how many were viewable."*

The image below provides an example of how the reporting looks:



Industry certification for ad viewability

Meetrics has also received certification from the UK's Audit Bureau of Circulations (ABC) confirming its technology for measuring the viewability of online advertising meets the industry-agreed Viewability Product Principles issued by JICWEBS – the independent body that defines best practice and standards for online ad trading.

Jerry Wright, ABC Chief Executive said: "Congratulations to Meetrics for completing their viewability product testing. Their ABC certification shows their viewability product performs against the updated industry-agreed JICWEBS principles. This will provide the transparency and reassurance advertisers need to further invest and to trade on viewable impressions."

Joshi added: "Viewability measurement technologies are continually developing to meet the increasingly complex arena of online advertising. This certification provides a further statement on the quality of our solutions in this area."

This follows on the back of Meetrics having won new clients among Europe's biggest agencies and publishers including OMD, Dentsu Aegis Network, Condé Nast and Yahoo.

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About Meetrics

Meetrics is a leading company on the European market for technical solutions which increase the quality and effectiveness of advertising campaigns and online editorial content. Alongside the verification of the visibility of online ads, Meetrics provides the opportunity to review and verify the environments and target groups. The clients include the well-known digital marketing companies such as Condé Nast, Dentsu Aegis Network, GroupM, Interactive Media, Mindshare, OMG, OMS, Tomorrow Focus, United Internet Media and Yahoo. Meetrics offers its Ad Attention Solution for both display and video ads and is accredited by the prestigious Media Rating Council. Find more information about ad verification on: www.meetrics.com