

Beyond Ad Verification



Capturing Consumer Attention to Achieve Campaign Success



Table of Contents

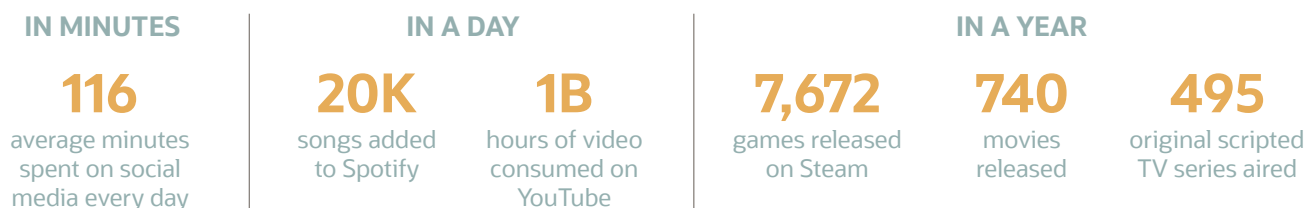
I. An ever-changing industry	
Evolving environments mean evolving strategies	3
Achieving success in the attention economy	4
II. Setting the standards for success	
No longer a revelation – ad verification is now table stakes	4
Are you protected?	5
Going beyond verification	6
III. Attention metrics help you raise the bar	
Moat raises the bar for measuring attention	6
Case study: Attention metrics lead to meaningful insights	7
The value attention brings to brands and agencies	8
Publishers thrive with transparency and trust	8
IV. What's next?	
Become proactive in your measurement approach	9

I. An ever-changing industry

Evolving environments mean evolving strategies

When the first display ad was served 25 years ago, the digital landscape looked vastly different than it does today. Though that change brought with it a new age for marketers, they still relied on broad tactics to reach their audiences both on and offline. Advertisers ran broadcast television ads, relying on total reach and frequency numbers as benchmarks. Digital audience reach was measured solely by clicks. Lucky for us that world no longer exists.

Today, consumers spend more time engaging with media than ever before and the proliferation of channels and devices gives us more opportunity than ever to connect with these audiences.



But with these advancements also come challenges. With the explosion of content across all of the various devices and channels, consumers have significantly decreased and fragmented attention spans. This makes it more challenging for advertisers to build campaigns that resonate with their target market to make a connection.

Additionally, the advent of over-the-top content and streaming services offers consumers avenues to bypass the advertising landscape altogether. Here are just a few options available in today's marketplace and those coming soon:

- Netflix is spending about **\$15 billion** on programming this year
- Apple is tapping in with **\$6 billion** committed to original programming
- Disney launched **Disney+ with 10 million customers** in the first day of its international launch
- NBCUniversal Peacock arriving soon

These changes make it imperative for media buyers, brands, agencies, and publishers to rethink how they can make a genuine connection with consumers.

Achieving success in the attention economy

If the goal of brand advertising is to capture the attention of relevant audiences, attention becomes a currency in a new economy. If attention is the currency, then the standard for how media is activated and measured needs to be elevated beyond impressions and clicks to more advanced metrics, which will allow advertisers to pinpoint how to best engage those audiences.

The reality, however, is that industry-wide standards for success in digital media don't exist. And currently, digital marketers are taking a wide range of tactical approaches to try and answer seemingly simple questions. Unfortunately, such a wide range of tools and tactics means a varying degree in quality and efficiency, painting a murky picture for advertisers trying to benchmark for success.



But first, the industry needed to steady the foundation. Out of this came ad verification and the ability to activate, block, and measure against brand safe, viewable, and valid impressions.

II. Setting the standards for success

No longer a revelation – ad verification is now table stakes

Achieving human, viewable, and brand-safe impressions is no longer a revelation. With brands poised to spend **\$333.25 billion** globally on digital ads, verification that those ads are seen and delivered in safe environments aligned with their media plan is table stakes.

Fraud, brand safety, and viewability top the list of advertiser concerns with estimated total annual losses to fraud alone varying from **\$6.5 billion to \$19 billion**. Protecting spend from invalid traffic directly impacts return on ad spend and effectiveness of working media dollars.

Digital media is a hotbed of bots, crawlers, hackers, and the like—the perfect breeding ground for mistrust and deception. Verification is no longer a competitive advantage, it is *necessary* to give brands peace of mind that they are doing what they can to proactively protect their spend. It's imperative to work with a reliable partner with the tech and resources dedicated to accuracy and transparency.

The realities of digital advertising make trust difficult

\$6.5B

in estimated ad spend lost to *bot fraud* in 2018

33%

of ad impressions *do not appear* on screen at all

52%

of brands say they have dealt with *brand safety* issues

Are you protected?

Given these pitfalls, how can advertisers and publishers know what happens when a campaign ran and feel confident their decisions are based on reliable, accurate reporting?

The baseline needs to be accurate to ensure scalable protection across all verification metrics:

- **Invalid traffic.** Impressions served to bots, not people. Those can be benign (e.g., a search crawler) or malicious ad fraud. Either way, these impressions should not count toward campaign delivery. For more on this, read our [Essential Guide to Protecting Your Ad Spend from Invalid Traffic](#).
- **Brand safety.** The set of measures protecting the brand's image from the negative or harmful influence of inappropriate or questionable content on the publisher's site where the ad impression is served.
- **Viewability.** Ad impressions that meet minimum standards of time on screen, ensuring they are noticed by consumers.

The goal is to protect your campaign before activation, block while live, and then measure against those metrics. All of which will drive future strategies and activations. Accuracy builds trust. Where there is trust, all stakeholders in the campaign life cycle can make confident decisions that help avoid brand risk and capture lost opportunity.

Going beyond verification

Confidence that you got what you paid for builds trust in the ecosystem and lays the proper groundwork for any campaign. However, the digital advertising industry has reached an inflection point where ad verification alone is no longer enough to give marketers peace of mind.

In other words, ensuring ad delivery is inadequate in gauging a campaign's success. Now that security-grade technology is available to combat fraud, improve brand safety, and measure viewability, top marketers should graduate beyond these baseline metrics and dive deeper.

So what does that mean exactly? It means that to truly understand a campaign's performance and optimize its effectiveness, marketers need to measure what will genuinely determine a winning campaign: consumer attention. Moat enables this by giving advertisers more than just the standard.

III. Attention metrics help you raise the bar

Moat raises the bar for measuring attention beyond verification

The real success of a brand campaign should be determined by whether you captured your intended audience's attention. Moat believes that attention is about more than just the click or the view—it's about the engagement, the interaction, visibility, the length of time, and the environment.

The longer someone chooses to spend with an ad, the more likely they are to respond positively to the brand whether the goal is awareness, consideration, or purchase. For example, [Parsec](#) proved the value of using attention metrics. They identified these two key insights:



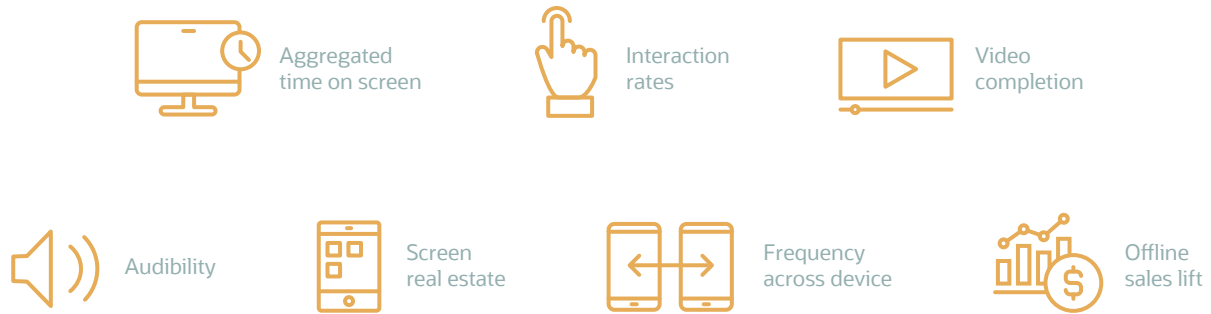
Consideration and recall increase an average of 14% per second of time spent as measured by Moat, according to data from more than 43 campaigns and 250,000+ mobile respondents



Engagement increases by about 3% for every 5 seconds of time spent across 90 campaigns, as measured by Moat for non-click interactions with ads

To optimize for attention, you have to track it in all its forms—whether that's aggregate time on screen, interaction rates, video completion, and audibility, the screen real estate of an ad, relevant reach and frequency, or even offline sales. Focusing on this will help advertisers achieve what they're ultimately aiming for: uncovering thoughtful ways to interact with customers.

Track attention in all its forms

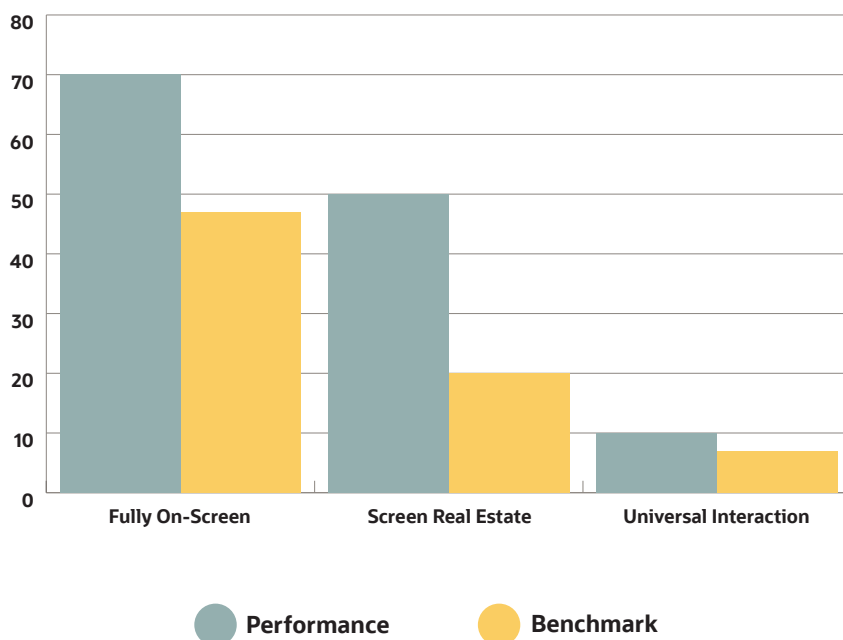


Case study: Attention metrics lead to meaningful insights

Advertisers are already working with Moat’s attention signals to build new standards. A leading financial services team wanted to increase credit card sign-ups online by driving leads to one of its key landing pages. They looked for unique ways to gain visibility into why certain ads and placements performed better than others. But they realized that just valid, viewable, and brand safe didn’t move them closer to achieving their real business objectives.

The brand’s robust data analytics team worked with Moat to identify that conversions correlating to the over performance of three proprietary Moat metrics were the highest indicator of qualified campaign traffic. Using Moat data to optimize delivery against these metrics, they performed significantly above benchmarks.

Proprietary Moat metrics



To unpack these attention metrics further, here's what each means and why they are significant to marketers.

- **Fully on-screen for 1 second:** Percentage of impressions where the ad surface was 100% on-screen for at least one second continuously.
- **Screen real estate:** The ad size relative to the screen's size. The larger the ad size relative to the screen where it appears, the fewer elements it is competing with for a viewer's attention.
- **Universal Interaction Rate:** The percentage of impressions where a user entered the frame of an ad and remained active for at least 0.5 seconds. This indicates how much engagement the ad commanded from a user.

The value attention brings to brands and agencies

Access to the right metrics, in the right places, at the right moment, empowers advertisers with the insights needed to capture consumer attention with compelling brand stories. They should settle for basic or meaningless metrics, and with Moat advertisers can enhance:

- **Creative testing.** Compare the performance of different creatives to identify features and imagery users find most engaging.
- **Media channel and placement.** Test and uncover which channels are most effective and optimize ad placements to drive more efficient results.
- **Audience creation.** Segment and study audiences using Moat metrics like time spent and interactions.
- **Message personalization.** A more in-depth, data-based understanding of advertising performance means clients can reach customers at different levels of interest to drive purchase intent.

Ultimately these insights paint a picture beyond verification and allow advertisers to optimize campaigns accordingly and maximize budgets based on signals driving desired results.

Publishers thrive with transparency and trust

Advertisers are the lifeblood of a successful publisher, while transparency and trust are the key to building a successful relationship between the two. Moat partners with the leading publishers to help them establish both. Moat empowers publishers to speak the same language as their brand clients and help them craft a value-added story that will resonate with them.

This enables publishers to demonstrate that their inventory delivers human, viewable impressions, and to elaborate on those critical interaction and engagement rates to tell a full story. Moat helps publishers with the metrics important to their advertisers to improve how your inventory holds consumer attention.

Advertisers want to tell their stories in premium environments with maximum reach of real users. False positives erode trust, create operational hurdles and missed opportunities for monetization. The answer is not to increase blocking parameters, as that can reduce impressions to real users, but block the right things that take an elevated level of tech sophistication.

IV. What's next?

The evolving media landscape continues to afford all stakeholders in the advertising ecosystem new opportunities. And it's incumbent on advertisers to capitalize on them to engage consumers—with shorter attention spans and more choice than ever—in the most relevant places.

How do they achieve this? With a measurement partner to trust and rely on for accurate, reliable verification as well as expanded capabilities to enable a proactive approach to measurement and optimization. What ultimately sets the most successful campaigns apart are the ones that optimize for attention. Attention is the key to branding.

Become proactive in your measurement approach

Defense

- Sampled measurement for accountability
- IVT and viewability pre-bid targeting
- Standard brand safety definitions
- Brand safety blocking
- Digital-only analytics

Offense

- Always-on measurement
- IVT, viewability, and custom attention pre-bid targeting
- Custom, brand safety definitions
- Positive contextual targeting
- Unified TV and digital analytics

Moat Analytics empowers marketers with more than 60 proprietary and granular metrics and numerous accreditations by the Media Rating Council, which provide a customized view of your campaign performance.

These insights, backed by enterprise-grade ad verification to protect your spend and drive optimal ad exposure, can help you answer the questions that matter and demand more from measurement.

Contact your Moat representative today to learn more about our attention measurement solutions or [request a demo](#) of our Moat Analytics platform.