

Europe Media Transparency Report: Q3 Benchmarks by Moat

Curious about how effective your ads are compared to the industry?

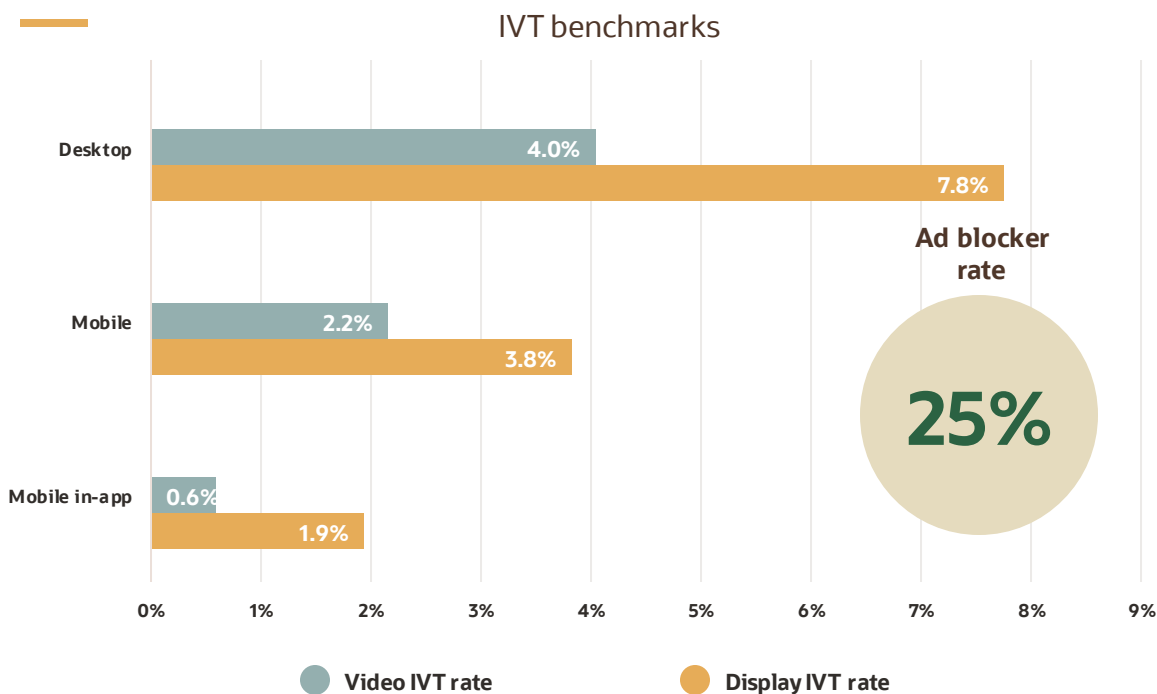
Marketers know their goal is to capture attention. It's in the pursuit of this goal that digital advertising dollars have exploded, overtaking TV spend in recent years. To make advertising more effective online, we must understand not only whether ads were seen by a real person, but also how people paid attention to those ads.

Each quarter, the Moat data science team analyzes billions of impressions to calculate global and regional benchmarks for the digital advertising industry. These reports cover baseline Invalid Traffic (IVT) and Viewability metrics, as well as attention-based metrics like Interaction Rate and Audible and Visible on Completion.

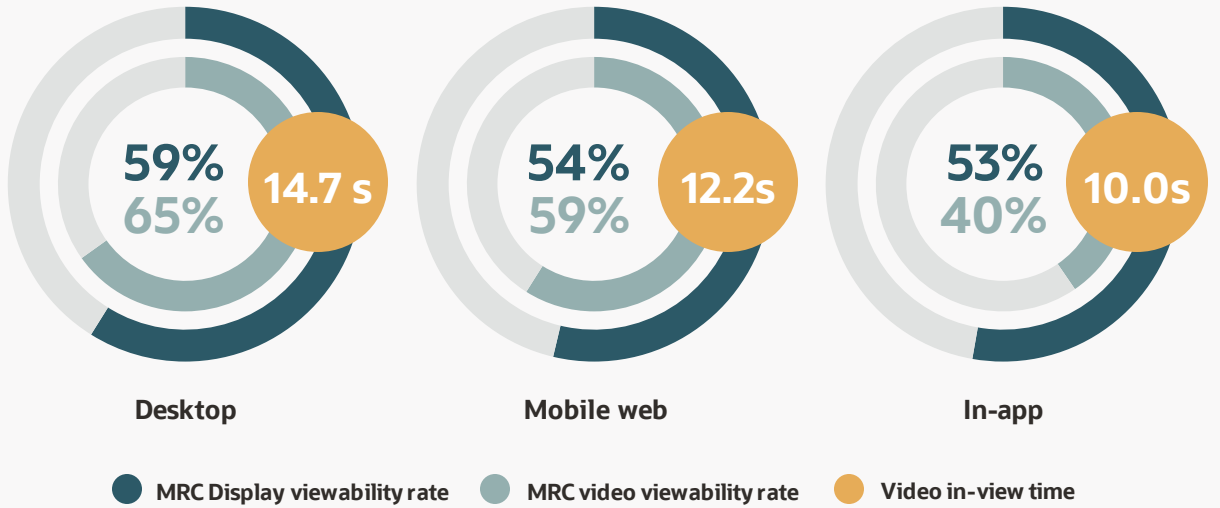
Look below for just a small sampling of how Moat benchmarks uncover relevant industry trends that are top-of-mind for digital marketers.

[Get a breakdown of other regions benchmarks >](#)

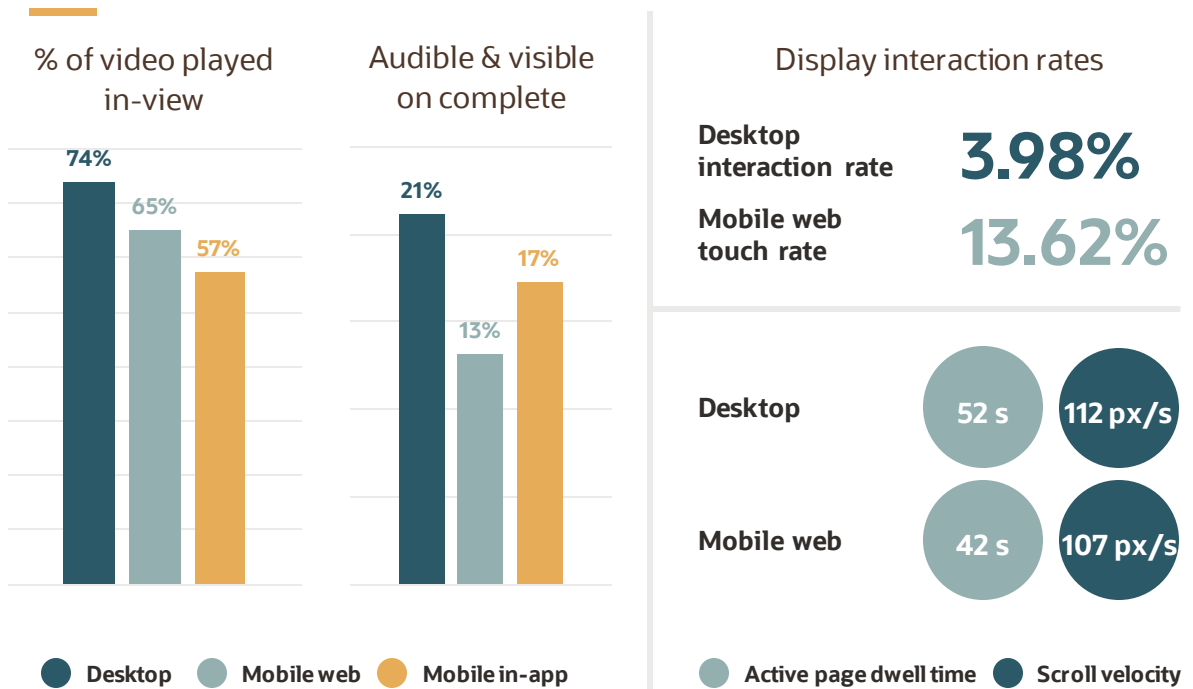
Ad fraud metrics



Valid & viewable performance



Attention metrics



[See how the platform works. Request a walk-through of the 60+ metrics >](#)