Evolution of digital media and best practices for effective, results-driven measurement

**Viewability is increasing**
Increasing viewability rates over recent years indicate advertisers have better opportunities to be seen than ever before.

**Audit rates**
- Q4 2017: 18.4%
- Q4 2018: 24.3%
- Q4 2019: 27.5%

**Competition is fierce**
Across social, streaming, music, video, gaming, and entertainment, people have access to more media than they can possibly consume in their lifetime.

**Ad blocking is on the rise**
Consumer demand for improved ad experiences has led to a rise in ad blocking.

**Examples of attention metrics you can measure**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completion</td>
<td>Percentage of video completions that were in view.</td>
</tr>
<tr>
<td>Viewability</td>
<td>Percentage of video played in-view.</td>
</tr>
<tr>
<td>Audibility</td>
<td>Percentage of video played with audio enabled.</td>
</tr>
</tbody>
</table>

**Use viewability to inform deeper performance analysis**
Viewability is the baseline minimum threshold of performance. It’s a critical marker that ensures your ads are served and intended. But you can assess performance in greater detail by understanding other outcomes like attention that need to be highly effective for your campaigns.

**Measure every impression, everywhere**
Individual campaigns shouldn’t be analyzed in silos. Instead, always-on measurement helps you determine how platforms, channels, and formats impact performance. It’s a component to building repeatable processes to evaluate the effectiveness of your digital marketing strategy.

**Find the metrics that matter**
Effective measurement strategies match metrics to campaign objectives. For example, if you have a goal to increase the effectiveness of your video and streaming investments these metrics will matter in your campaign.

**Adopt brand suitability over brand safety**
Go beyond legacy brand safety tactics by applying brand suitability measures that are custom to your business. This enables advertisers to identify contexts in which terms and phrases can be understood in the true context of the page. This example shows the different contexts that would "shot" up in advertising.

**Be wary of false positives**
Most benchmarking data suggests that 90% of channel level brand suitability (IVT) rates, if you see suspiciously high IVT rates, look deeper. Only a measurement provider that is extremely accurate in their detection can ensure valuable inventory is not blocked.

Learn how

to measure media with total confidence using Oracle Moat.

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Visually appealing content is where the focus is.

Emotional content is where the focus is.

- Content that is engaging and memorable.
- Content that resonates with the audience.

- Visuals and graphics that are appealing.
- Language that is engaging and memorable.

- Emotional content that resonates with the audience.
- Emotional content that is engaging and memorable.

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**5 Best Practices for Results-Driven Ad Measurement**

1. Use viewability to inform deeper performance analysis.
2. Measure every impression, everywhere.
3. Find the metrics that matter.
4. Adopt brand suitability over brand safety.
5. Be wary of false positives.

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**Results-Driven Ad Measurement**

52.1
54.5
48.0
3.
2.
1.

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**Sources**

2. Joe Fuster, “Modern Customer Experience: Data Experience Economy” Oracle, October 30, 2019, youtube.com.

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**Table**

<table>
<thead>
<tr>
<th>Social Platform</th>
<th>Average minutes spent on social every day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>116</td>
</tr>
<tr>
<td>Twitter</td>
<td>29K</td>
</tr>
<tr>
<td>YouTube</td>
<td>7,672</td>
</tr>
<tr>
<td>Pinterest</td>
<td>740</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>495</td>
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