

Media Transparency Report: Q1'21 Benchmarks by Oracle Moat



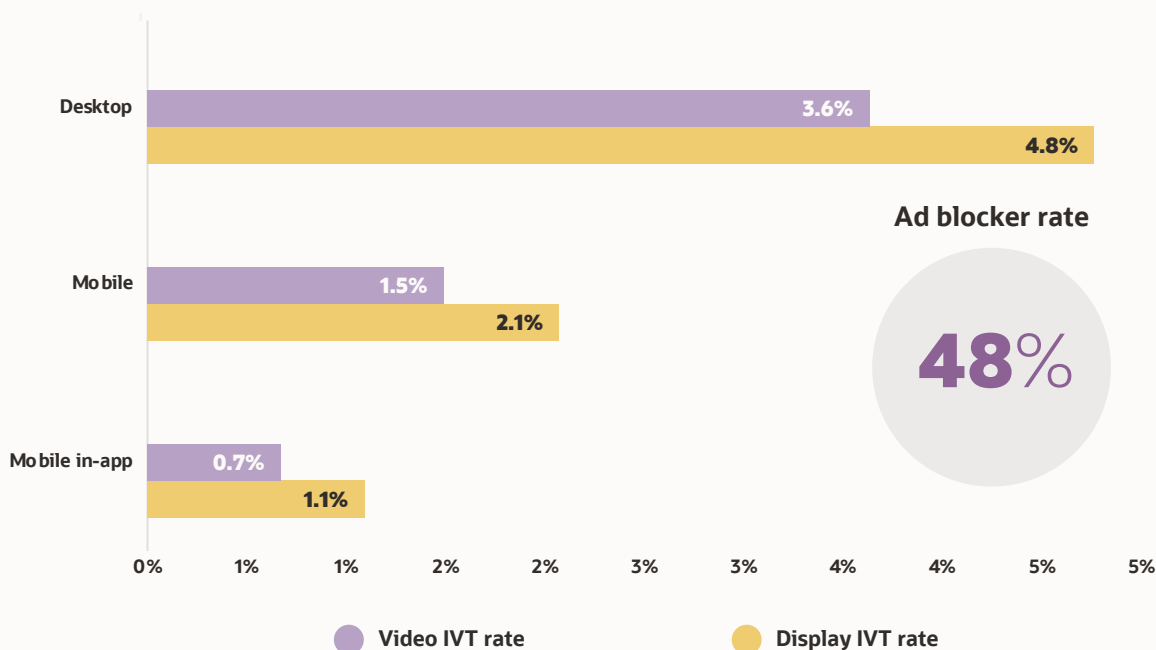
Understand how effective your media spend is

Effective digital advertising rests on your ability to confidently measure performance. The Oracle Moat media transparency report helps you make informed ad spend decisions by sharing benchmarking data that reveals global and regional trends so you can plan, launch, and manage more successful digital campaigns.

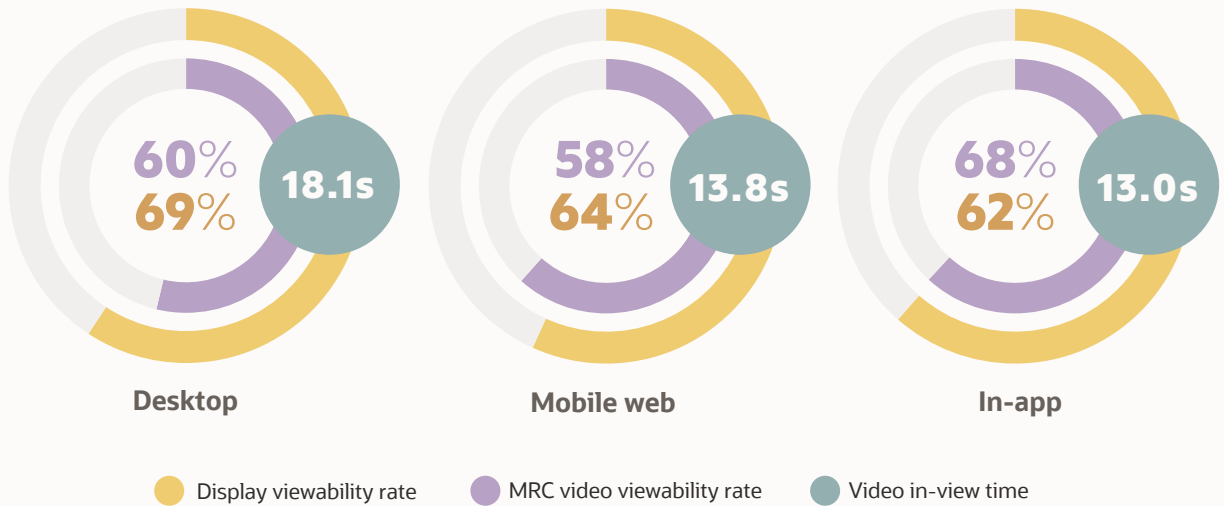
Calculated by analyzing billions of ad impressions, our quarterly benchmarks provide a transparent view into the key metrics across invalid traffic (IVT), viewability, and attention. View a sampling of the latest benchmarks below.

Invalid Traffic (IVT) metrics

IVT benchmarks

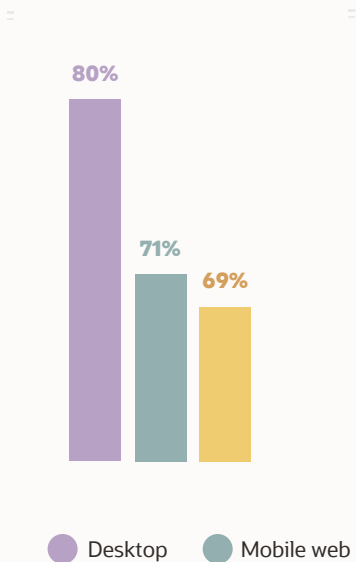


Valid and viewable performance

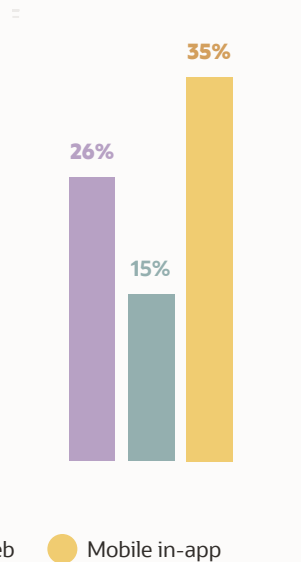


Attention metrics

Percentage of video played in-view



Audible & visible on complete



Display interaction rates

Desktop interaction rate **3.37%**

Mobile web touch rate **11.52%**

Desktop

46s

107px/s

Mobile web

40s

108px/s

● Active page dwell time

● Scroll velocity

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

