

Transforming Etisalat's Digital Performance

—
An Oracle Advertising case study



Overview

Etisalat UAE—a multinational telecommunications provider that also operates across Asia, the Middle East, and Africa—wanted to understand how they can control and protect their brand identity online. To execute the strategy, the Etisalat UAE team leaned on agency partner Initiative—one of the world's premier media agencies—and MRC-accredited Oracle Moat. Armed with Moat's comprehensive dashboard of metrics, and relying on its trusted history of brand stewardship, Initiative was able to transform Etisalat's digital performance and drive significant improvements across viewability, brand safety, and attention.



The challenge

Etisalat and Initiative set out to improve the overall effectiveness of Etisalat's digital display and video advertising to ensure their campaigns were succeeding in driving brand awareness. The core focus was securing premium, brand safe inventory for Etisalat to increase consumer engagement and protect their brand across the open web.

In addition to brand safety, increasing viewability and attention were of huge importance to Initiative as this provides Etisalat with greater transparency into digital performance and better control over their ad spend.

The solution

Using Moat, Etisalat and Initiative were able to report on campaign effectiveness and improve performance by combining Moat's verification solutions with its industry-leading attention metrics—resulting in a detailed, 360-degree view of Etisalat's in-flight campaigns.



Verification

Moat's measurement capabilities allowed Etisalat and Initiative to track valid, viewable, and brand safe impressions to ensure ads were on screen, in-view, appearing in safe and relevant contexts, and reaching real people.

Valid and viewable

Viewability metrics allowed Initiative to optimise campaigns based on in-view rates with the goal of **driving down costs for Etisalat by reducing the effective viewable CPM (eVCPM)**.

Etisalat, alongside Initiative's support, used the Moat dashboard to set minimum benchmarks for in-view rates and eVCPM, and then worked with the suppliers across direct display, direct video, mobile, and programmatic display and video to ensure these benchmarks were achieved. For the direct buys, Etisalat and Initiative were able to align with publishers to deliver against a minimum **KPI of 60% in-view rate**.

Brand safety and IVT

Reducing IVT and maintaining brand safety involved leveraging a range of products and metrics in the Moat suite.

For IVT, performance was tracked using **Moat's display IVT rate**. Etisalat and Initiative then implemented blacklists that filtered out poor quality traffic at the website and app level. This meant Etisalat's ads were not only viewable but reaching real targeted humans.

Maintaining and measuring brand safety required a more robust approach that included **Moat's integration with contextual brand safety solution Grapeshot**. Using the Grapeshot technology for full-page, contextual analyses secured Etisalat and Initiative more nuance in their brand safety strategy, and ensured that Etisalat's ads were appearing in relevant, brand safe, and brand suitable environments. For additional protection, Initiative developed a custom brand safety list for Etisalat that updated in real time based on local events and news. Finally, they used post-bid blocking to gain greater control over the inventory supply. Moat's technology allowed Initiative to track performance holistically and optimise ad spend for Etisalat across the spectrum of digital channels and media formats.

Metrics measured



Display in-view rate



Effective viewable CPM (eVCPM)

Metrics measured



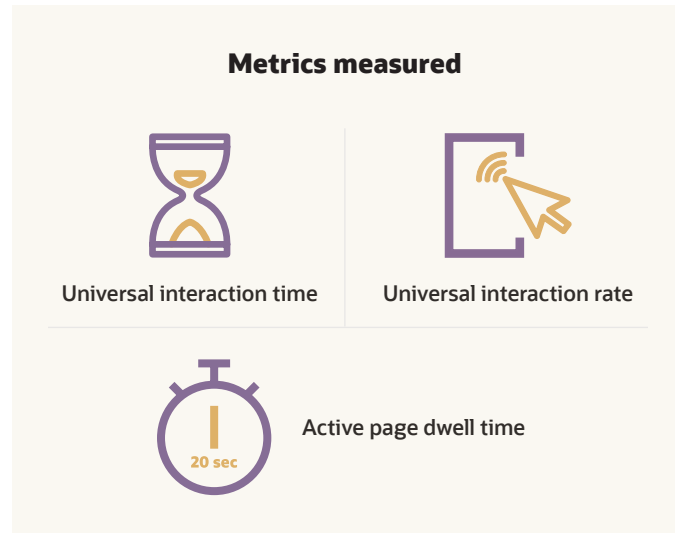
Display invalid traffic (IVT)



Display brand safety

Attention

The final part of the solution was ensuring campaigns were driving consumer engagement. Initiative used Moat's attention metrics such as **Universal Interaction Time, Universal Interaction Rate, and Average Page Dwell Time**, to measure whether the ads were having their desired impact in this regard. These metrics allowed Etisalat and Initiative to understand what creative, channels, and media formats were performing best.



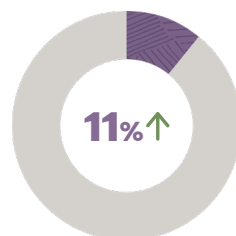
The result

Etisalat's comprehensive strategy paid off—delivering huge improvements across the full spectrum of metrics they measured.

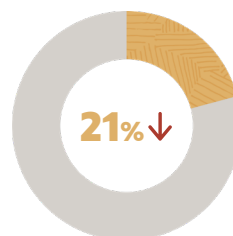
Optimising campaigns based on Moat's in-view rates allowed Initiative to reduce the eVCPM rates across display and video, resulting in more efficient ad spend on Etisalat's behalf. This strategy proved so effective that Initiative have begun to plan campaigns and allocate budget based on eVCPM and in-view rates, instead of the traditional CPM.



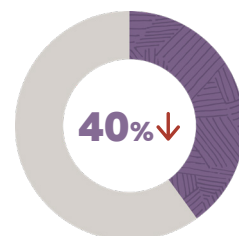
Viewability:
Q1 2018 to Q3 2019



**Display in-view
rate increased**

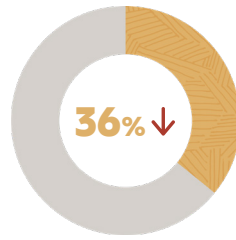


**Display eVCPM
reduced**

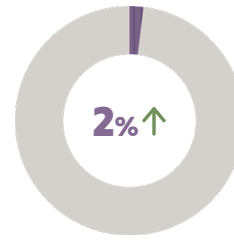


**Video eVCPM
reduced**

**Brand safety and IVT:
Q1 2018 to Q3 2019**



**Display IVT
decreased**



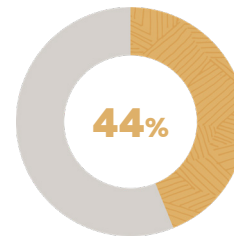
**Display brand
safety increased**

Strengthening brand safety measures was one of the primary goals of Initiative's work with Etisalat. Being a large, multi-national company, Etisalat cares deeply about their brand image and how their digital advertising placements affect their brand identity. Moat's comprehensive and customizable set of brand safety solutions allowed Initiative greater control of the ad placements and helped them pinpoint value-adding content and inventory for Etisalat.

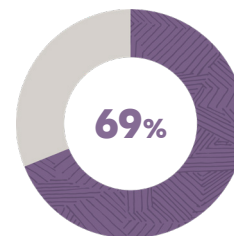
By shifting spend away from channels and media with high IVT rates, Initiative created more opportunities for the advertising to drive awareness with consumers. Meanwhile, **increasing the brand safety rate to 98.5%** provided Etisalat with peace of mind that their advertising was not appearing next to unsavory content that would harm the brand.

The strong increases in attention rates, as illustrated in the Moat metrics, reflect positive increases in consumer engagement with Etisalat's brand. This meant both Initiative and Etisalat gained a better understanding of what advertising was connecting and resonating with audiences. Initiative applied these learnings to the planning phase to continue the cycle—selecting high quality audiences that showcased a higher affinity with the product.

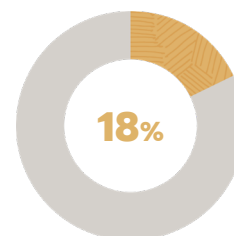
Attention: Q1 2018 to Q3 2019



**Universal
interaction time**



**Universal
Interaction rate**



**Average page
dwell time**

Moving forward



Moat measurement proved invaluable for Etisalat and Initiative—delivering successful performance results across the entire remit of metrics and KPIs. With an eye to the future, Initiative have integrated Moat metrics into their live reporting dashboard and have begun optimizing towards advanced KPIs and metrics such as Attention Quality, Universal Interaction Rate, and Hover Rates.

“Etisalat is persistent in constantly executing new solutions that can ensure better brand safety and help us track more advanced media measurements that reflect in our business.”

Fares Fares

Vice President, Digital Communication at Etisalat



“Working with Etisalat and Moat for the past three years we have tested and implemented a variety of tech solutions. At Initiative, we believe as the digital ecosystem expands and becomes more complex, relying on partners like Moat will help us keep our clients’ communications within a safe environment and deliver more out of our media budgets.”

Saadeddine Nahas

Regional Digital Director, Initiative

ORACLE
Advertising



Initiative

Interested in how the Oracle Moat platform works? **Request a walk-through of the 60+ metrics.**

