ORACLE
Advertising

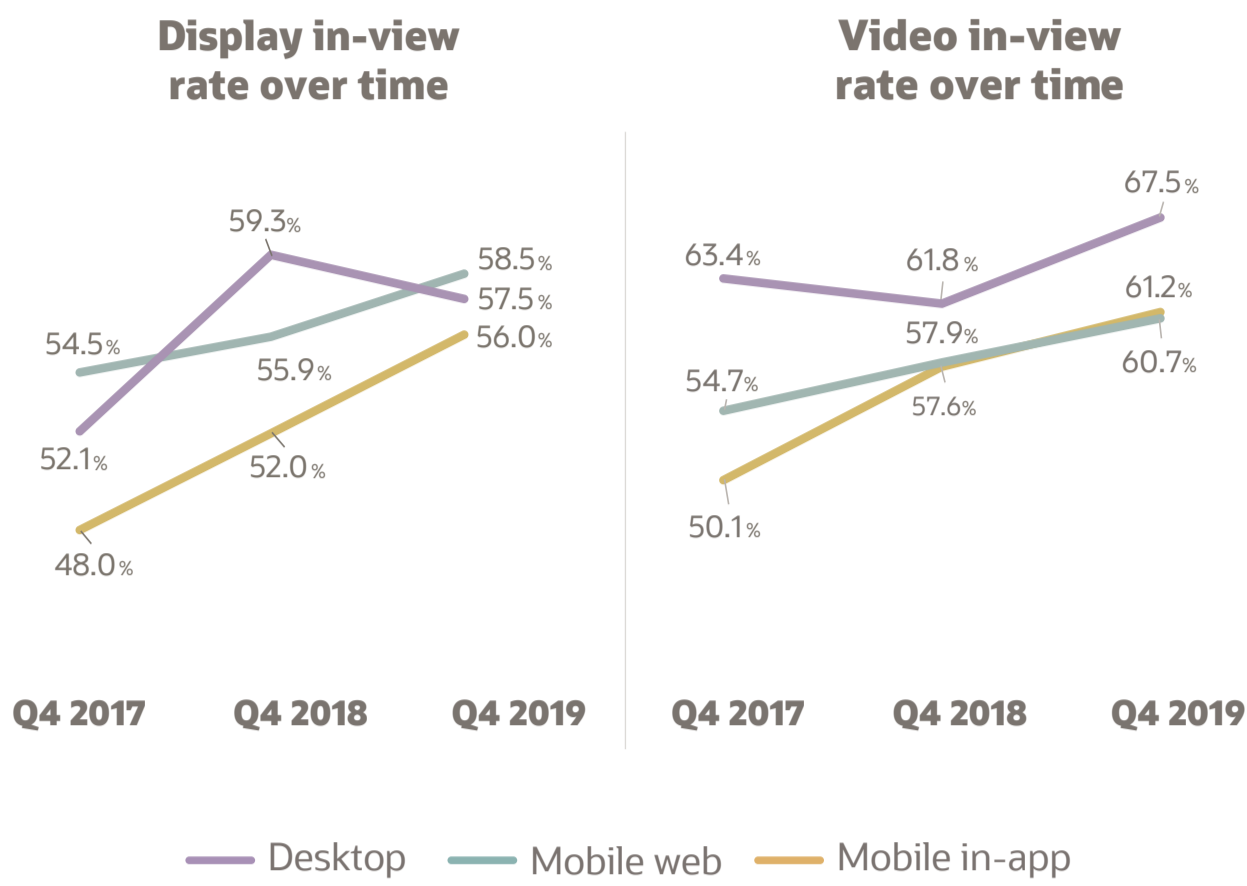# 5 Best Practices for Results-Driven Ad Measurement

Measuring advertising campaigns means something different for every brand. However, there are specific best practices you can follow to ensure your measurement strategies extend beyond baseline metrics, and reveal the true signs of success.
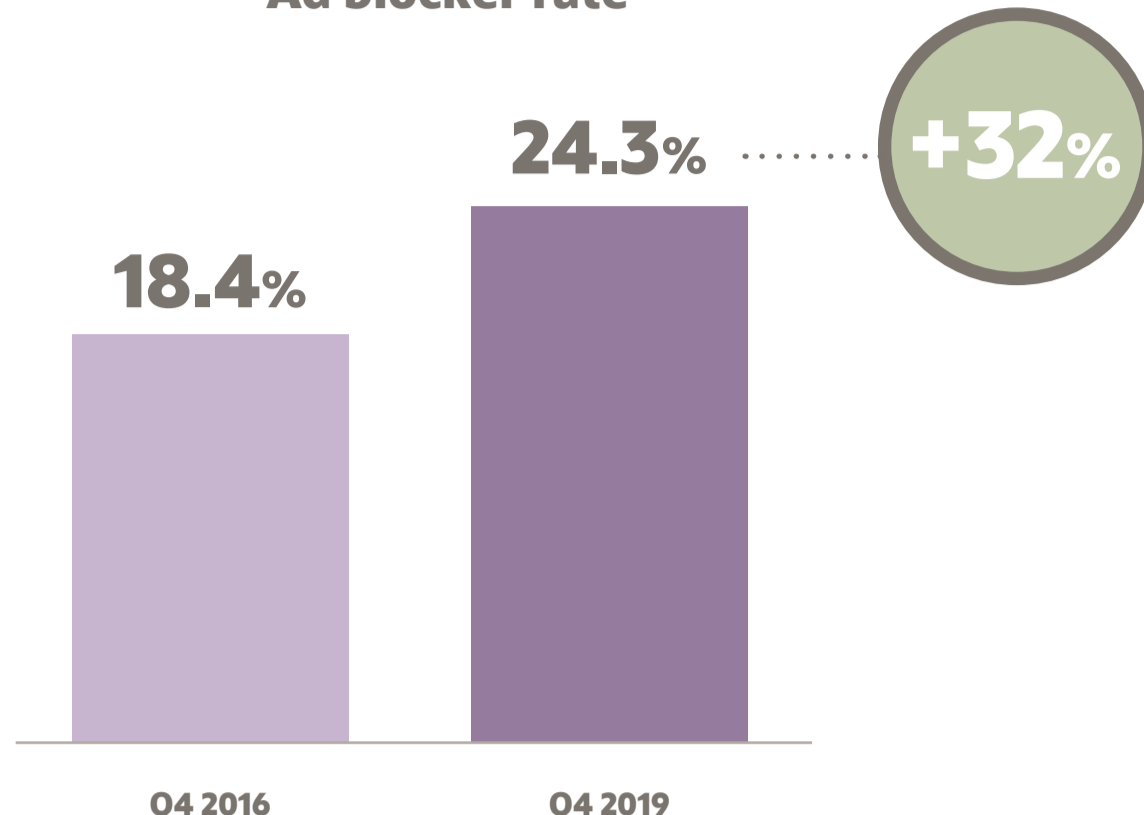
Evolution of digital media and best practices for effective, results-driven measurement

Viewability is increasing

Increasing viewability rates over recent years indicate ad campaigns have better opportunities to be seen than ever before.

Display in-view rate over time

Desktop:
- Q4 2017: 54.5%
- Q4 2018: 55.9%
- Q4 2019: 58.5%

Mobile web:
- Q4 2017: 59.5%
- Q4 2018: 57.5%
- Q4 2019: 56.0%

Mobile in-app:
- Q4 2017: 48.0%
- Q4 2018: 52.0%

Video in-view rate over time

- Q4 2017: 65.4%, 54.2%, 50.1%
- Q4 2018: 61.8%, 57.0%, 57.6%
- Q4 2019: 67.5%, 61.2%, 60.7%

— Desktop — Mobile web — Mobile in-app

Ad blocker rate

- Q4 2016: 18.4%
- Q4 2019: 24.3%

+32%

Ad blocking is on the rise

Consumer demand for improved ad experiences has led to a rise in ad blocking.

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.

In minutes

116
average minutes spent on social media every day

In a day

20K
songs added to Spotify

1B
hours of video consumed on YouTube

In a year

7,672
hours of video consumed on YouTube

740
movies were released

495
original scripted TV series aired

These are five best practices for effective advertising measurement

01 Use viewability to inform deeper performance analysis

Viewability is the baseline, minimum threshold of performance and it's a critical marker that ensures your ads are served as intended. But you can assess performance in greater detail by understanding other outcomes like attention that reveal how effective your campaigns are.
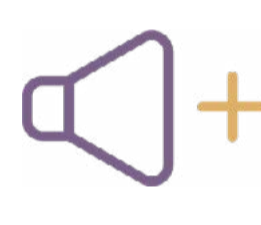
Examples of attention metrics you can measure

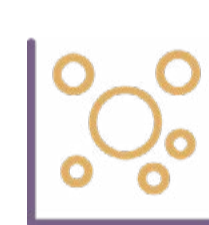- Aggregated time on screen
- Interaction rates
- Video completion
- Audibility
- Screen real estate
- Cross platform effectiveness
- Creative heatmaps
- Engagement by context

02 Measure every impression, everywhere

Individual campaigns shouldn't be analyzed in siloes. Instead, always-on measurement helps you determine how platforms, channels, and ad formats impact performance. It's a critical component to building repeatable process to evaluate the effectiveness of your digital marketing strategy.

03 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 to your campaigns.
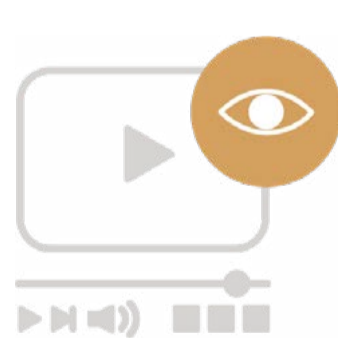
Percent of video played in-view
This metric is one of the stronger indicators of attention, measuring the percentage of video that users watched while the ad was in view.

Audible rate
This accounts for the percentage of impressions where the ad was audible for any period of time.

Completion quality
Playing a video until completion doesn't tell the whole story, so this metric analyzes the percentage of video completions that were in view with audio enabled.
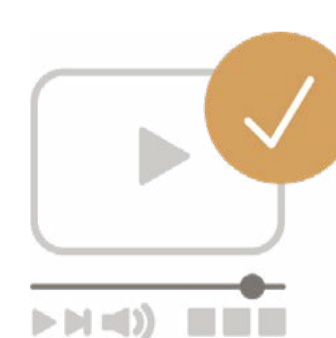
Completion rate
This shows the percentage of impressions where the video played to completion.

04 Adopt brand suitability over brand safety

Go beyond legacy brand safety tactics by employing brand suitability measures that are custom to your business. This means analyzing the relationships between terms and phrases to understand the true context of the page. The example to the left shows the different contexts that word "shot" can appear in.

POSITIVE CONTEXT
Sports, Healthcare, Ambition, Photography

Shot

NEGATIVE CONTEXT
Death/Inquiry, Firearm, Broken, Alcohol

05 Be wary of false positives

Moat benchmarking data suggests that 90% of channels have less than 10% invalid traffic (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.

89.4%
of display channels have 10.6% invalid traffic (IVT) rates.

84.5%
of video channels have 14.5% invalid traffic (IVT) rates.

Learn how

to measure media with total confidence using Oracle Moat.

Visit us

Sources
1. "Getting Customer Data Management Right: How Firms Leverage Customer Data To Deliver Better Customer Experiences And Win," Forrester, November 2019, oracle.com.
2. Joe Foster, "Modern Customer Experience Data Experience Economy" Oracle, October 30, 2019, youtube.com.
3. Michael McNichols, "Paint a Total Picture of Your Customers: 4 Things CDPs Do for Data-Driven Marketers," Oracle, October 28, 2019, blogs.oracle.com.