Viewability

Created by The Media Rating Council (MRC) as an industry standard, viewability ensures marketers are buying inventory that users see to help improve overall campaign performance and impact of advertising budgets. Choozle's viewability leverages MOAT to measure whether or not a user viewed an ad served to them. Setting viewability targets allows marketers to easily target sites and publishers across different supply vendors with inventory that historically meets or exceeds specific in-view rates.
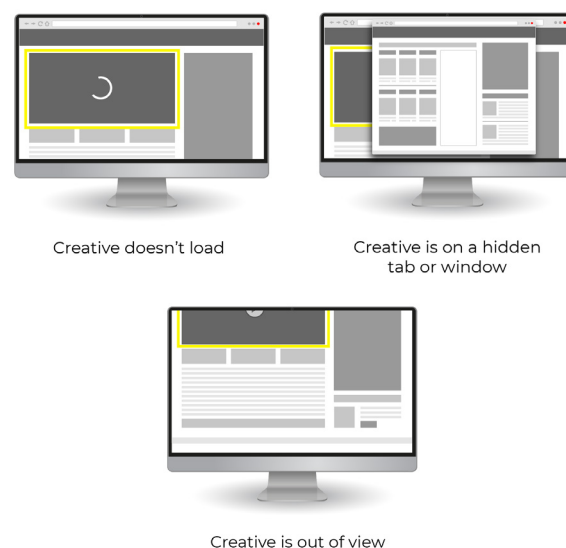
What's Viewability?

Viewability is an online advertising metric that aims to track impressions only when users can see the creative.

How it Works

Viewability is the measurement of whether or not a user viewed an ad served to them. There are many reasons that a user might not see an ad—the ad could have been served at the bottom of the page, or maybe the user left the site before the page fully loaded. Tracking the viewability of impressions is meant to help advertisers pay only for those ads that reach their intended audience.

The unit to measure viewability across different creative formats is different, so users are able to select between display and video viewability type:

- A display impression is viewable if 50 percent or more of its pixels appear on the user's screen for at least one continuous second. *Note: For large display ads like 970x250, the ad is considered viewable when at least 30% of its area is visible for at least 1 second.*

- A video impression is viewable if 50 percent of its pixels appear on-screen for at least two consecutive seconds.

Creative doesn't load

Creative is on a hidden tab or window

Creative is out of view

How to Use Viewability

Found within the Advanced Settings on ad groups, users can choose between display and video viewability types and set their viewability target (either 40%+, 50%+, 60%+, or 70%+). Setting a viewability target will apply an additional $0.18 CPM to bid only on impressions that historically have met or exceeded your target.

Creating a viewability target within ad group settings can help marketers reach top-performing viewable media by domain and ad size to help achieve their target in-view rate.

Notes & Best Practices

- Important to remember that the higher the in-view threshold, the higher the base and max bids need to be.

- Depending on other targeting parameters, viewability goals of 60-80 percent are typically feasible to achieve.

- As with any marketing medium and due to the nature of real-time bidding, we cannot 100 percent of the time control the rate at which a user interacts with your ads or the specific placement of an advertisement within a publisher's page, so marketers should be prepared for ads and impressions to not be seen.