

# 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 Measure of Advertising Technology (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.

## HOW TO USE VIEWABILITY

### Step 1: Access Advanced Settings

- Navigate to the Advanced Settings section within your ad groups.

### Step 2: Choose Viewability Type

- Select between display and video viewability types.

### Step 3: Set Viewability Target

- Choose your desired viewability target: 40%+, 50%+, 60%+, or 70%+.
- Note that setting a viewability target will add an additional \$0.18 CPM to bid only on impressions that have historically met or exceeded your target.

### Step 4: Benefit from Viewability Targets

- Creating a viewability target within ad group settings can help marketers reach top-performing viewable media by domain and ad size, aiding in achieving the target in-view rate.



Creative doesn't load



Creative is on a hidden tab or window



Creative is out of view



### Best Practices

- **Bid Requirements:** Remember that the higher the in-view threshold, the higher the base and max bids need to be.
- **Feasible Goals:** Viewability goals of 60-80 percent are typically feasible to achieve depending on other targeting parameters.
- **Real-Time Bidding Limits:** Due to the nature of real-time bidding, it's not possible to control the rate at which users interact with your ads or the specific placement of an advertisement within a publisher's page 100 percent of the time. Be prepared for some ads and impressions not to be seen occasionally.