PULLING BACK THE CURTAIN:
VIEWABILITY & DIRECT RESPONSE
WHAT WE KNOW WITH BRANDING CAMPAIGNS

VIEWABILITY + BRANDING IMPACT = STRONG RELATIONSHIP

BUT, SOME IMPRESSIONS BELOW THE STANDARDS CAN HAVE AN IMPACT

‘TIME-IN-VIEW’ IS MORE IMPORTANT THAN ‘PERCENT-ON-SCREEN’*

*Referred to as Percent-In-View in the 2016 “Viewability - Putting Science Behind the Standards” study.
BRANDING-FOCUSED

BUT, THESE CAMPAIGNS ARE ONLY A PORTION OF THE MEDIA BUYING LANDSCAPE


DIRECT RESPONSE

ABOUT 2/3 OF INTERNET AD REVENUE IS PERFORMANCE BASED, WHICH FACE DIFFERENT ISSUES
Some impressions bought are never viewed by consumers (due to invalid traffic), but we still count those impressions when we track conversion metrics.

A better understanding of these campaigns can help our clients and the advertising industry improve media buying strategies.
WE EXPLORED

THE RELATIONSHIP

Relationship between direct response campaign performance + viewability and engagement metrics
METHODOLOGY

TRACKED REAL CAMPAIGNS RUNNING ON THE TRADE DESK’S DSP FOR 3 MONTHS

4 INDUSTRIES

Pharmaceutical  Consumer electronics
Consumer packaged goods  Entertainment

RAW DATA COLLECTED

Total Impressions
Total Conversions
Unique Consumers
Viewability & Engagement Data

ANALYZED

58,811,308 DISPLAY IMPRESSIONS ON DESKTOP & MOBILE WEB

IMPRESSON LEVEL DATA

MOAT Combined viewability data (Moat) + conversion data (TTD)
CAMPAIGN DETAILS

CAMPAIGNS WERE OPTIMIZED TOWARD CONVERSIONS

PERFORMANCE METRIC = CONVERSIONS PER 1000 PEOPLE

PRIMARY ONLINE CONVERSIONS INCLUDED

ONLINE TICKET SALES
VISIT PRODUCT A INFO PAGE
VISIT PRODUCT B INFO PAGE
SIGN UP FOR TRIAL SUBSCRIPTION
METRICS WE MEASURED

**VIEWABILITY MEASURES**

**TIME-IN-VIEW**
Total sum of time creatives are on-screen for each consumer

**PERCENT-ON-SCREEN***
Average percent of pixels of a creative that are on-screen for each consumer

**GRANULAR VIEWABILITY DATA***

**TIME AD HAD ____% OF PIXELS ON-SCREEN**

- 0% PIXELS
- 1-19% PIXELS
- 20-49% PIXELS
- 50-79% PIXELS
- 80-99% PIXELS
- 100% PIXELS

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**ENGAGEMENT MEASURES**

**UNIVERSAL INTERACTION RATE**
Whether a user interacts (hovers over) the ad for ≥ .5 sec

**UNIVERSAL INTERACTION TIME**
Cumulative time that a user interacts (hovers over) the ad for ≥ .5 sec

**VIEWABILITY STANDARDS**

**MRC STANDARD:**

- 50% 
- 1 SEC

**AGENCY ALTERNATIVE #1**

- 80% 
- 1 SEC

**AGENCY ALTERNATIVE #2**

- 100% 
- N/A

* Previously referred to as Percent-In-View in the following study: “Viewability - Putting Science Behind the Standards” Feb 2016
QUESTIONS

1. WHAT HAPPENS TO CAMPAIGN PERFORMANCE WHEN YOU TAKE VIEWABILITY INTO ACCOUNT?

2. HOW DOES THE MRC STANDARD COMPARE TO AGENCY ALTERNATIVES?

3. WHAT HAPPENS AS VIEWABILITY, EXPOSURE, AND ENGAGEMENT LEVELS INCREASE?

4. IS THERE A CERTAIN % OF VIEWABLE IMPRESSIONS THAT CAMPAIGNS SHOULD AIM FOR?
QUESTIONS

1. What happens to campaign performance when you take viewability into account?

2. How does the MRC standard compare to agency alternatives?

3. What happens as viewability, exposure, and engagement levels increase?

4. Is there a certain % of viewable impressions that campaigns should aim for?
A PORTION OF EACH CAMPAIGN WAS NOT MRC-VIEWABLE BECAUSE TEST CAMPAIGNS WERE NOT OPTIMIZED TOWARDS VIEWABILITY

% OF IMPRESSIONS THAT WERE MRC-VIEWABLE

- Non-MRC Viewable, Valid Measurable Traffic
- MRC Viewable

ONLINE TICKET SALES: 32%
VISIT PRODUCT A INFO PAGE: 68%
VISIT PRODUCT B INFO PAGE: 44%
SIGN UP FOR TRIAL SUBSCRIPTION: 67%

100% of Valid Measurable Impressions
CONVERSION RATES ARE HIGHER WHEN ONLY THOSE WITH MRC-VIEWABLE IMPRESSIONS ARE INCLUDED

CONVERSIONS BY IMPRESSION SEGMENT

- **All Consumers Tracked in Study**
  - Conversions / 1000 People: 8.3
- **Consumers Exposed to 0 MRC Impressions**
  - Conversions / 1000 People: 5.9
- **Consumers Exposed to At Least 1 MRC Impression**
  - Conversions / 1000 People: 9.8

People exposed to 1+ viewable impressions converted at a higher rate

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Note: Values are a result of campaign level averaging and cannot be combined.
ADDING VIEWABILITY TO MULTI-TOUCH MORE ACCURATELY ATTRIBUTES CONVERSIONS

MRC VIEWABLE  NON-MRC VIEWABLE

STANDARD MULTI-TOUCH MODEL

MULTI-TOUCH MODEL + VIEWABILITY

Display Impressions That Led to Conversions
ADDING VIEWABILITY TO MULTI-TOUCH MORE ACCURATELY ATTRIBUTES CONVERSIONS

- MRC VIEWABLE
- NON-MRC VIEWABLE

WITH VIEWABILITY INCLUDED, THE MODEL ASSIGNS LESS IMPORTANCE/CREDIT TO NON-VIEWABLE IMPRESSIONS

MULTI-TOUCH MODEL + VIEWABILITY

Display Impressions That Led to Conversions
VIEWABILITY IS IMPORTANT FOR AN ACCURATE UNDERSTANDING OF HOW WELL CAMPAIGNS PERFORM
QUESTIONS

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4. IS THERE A CERTAIN % OF VIEWABLE IMPRESSIONS THAT CAMPAIGNS SHOULD AIM FOR?
REGARDLESS OF VIEWABILITY LENS, PERFORMANCE METRICS LOOK SIMILAR

MRC STANDARD:
- Impression Met MRC Viewability Standard
- 50%
- 00:01 SEC
- 52% Impressions Met Viewability Standard
- 9.8 Conversions / 1000 People

AGENCY ALTERNATIVE #1
- Impression Met Viewability Alternative
- 80%
- 00:01 SEC
- 48% Impressions Met Viewability Alternative
- 10.3 Conversions / 1000 People

AGENCY ALTERNATIVE #2
- Impression Met Viewability Alternative
- 100%
- N/A
- 46% Impressions Met Viewability Alternative
- 10.0 Conversions / 1000 People

# of Measurable Valid Impressions: n=51,905,941
TIME-IN-VIEW IMPORTANT NO MATTER THE MINIMUM VIEWABILITY THRESHOLD

TIME-IN-VIEW BY IMPRESSIONS THAT REACH MINIMUM VIEWABILITY STANDARD/ALTERNATIVE

CONVERSIONS / 1000 PEOPLE

MRC Standard
Agency Alternative #1
Agency Alternative #2

# MRC Impressions: n=21,558,710; # Alternative 1 Impressions: n=20,288,210; # Alternative 2 Impressions: n=20,761,051 / All impression counts are those displayed in chart, outliers filtered
DESPITE HOW STRICT THE VIEWABILITY THRESHOLD IS, PERFORMANCE METRICS LOOK SIMILAR
QUESTIONS

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AS BOTH TIME-IN-VIEW AND PERCENT-ON-SCREEN INCREASE, SO DO CONVERSIONS

Viewability Dimensions by Conversions

Overall Impressions: n= 29,262,147 in chart (outliers filtered); Percent-On-Screen is S shape due to viewability bucket constraints

*Percent-On-Screen=Average percent of pixels of a creatives that are on-screen for each consumer
PEOPLE WHO INTERACT IMMEDIATELY ARE MORE LIKELY TO CONVERT

UNIVERSAL INTERACTION RATE BY CONVERSIONS / 1000 PEOPLE

VISIT PRODUCT A INFO PAGE

SIGN UP FOR TRIAL SUBSCRIPTION

VISIT PRODUCT B INFO PAGE

ONLINE TICKET SALES

- PC Measurable Interaction Impressions: PRODUCT INFO A n=13,425,729, PRODUCT INFO B n=1,193,273, Sign Up n=20,416,075, Online Ticket Sales n=6,840,656
AND, THE LONGER THE INTERACTION, THE BETTER

VISIT PRODUCT B INFO PAGE
46.5 New conversions

For all campaigns, higher conversions as Universal Interaction Time goes up

97% INCREASE
ANSWER #3

HIGHER VIEWABILITY & HIGHER ENGAGEMENT = MORE CONVERSIONS
QUESTIONS

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2. How does the MRC standard compare to agency alternatives?

3. What happens as viewability, exposure, and engagement levels increase?

4. Is there a certain % of viewable impressions that campaigns should aim for?
IN GENERAL, HIGHER ‘IN-VIEW RATES’ WERE RELATED TO HIGHER CONVERSIONS

RELATIONSHIP BETWEEN IN-VIEW RATE AND CONVERSIONS

In-View Rate = Total # of impressions that reach the MRC viewability standard

- **ONLINE TICKET SALES**
  - Strongly Correlated
  - Correlated
  - Not Correlated

- **VISIT PRODUCT B INFO PAGE**
  - Strongly Correlated
  - Correlated
  - Not Correlated

- **SIGN UP FOR TRIAL SUBSCRIPTION**
  - Strongly Correlated
  - Correlated
  - Not Correlated

HOWEVER, FOR 1 CAMPAIGN, OTHER FACTOR(S) APPEARED TO BE A STRONGER DRIVER OF IMPACT

# Impressions: PRODUCT INFO B n=1,340,303, Sign Up n=27,444,433, Online Ticket Sales n=8,295,299

* Consumers grouped into five in-view rate ranges

* Product Info (A) Campaign: Sample sizes per viewability range too low to draw conclusions
REAL CAMPAIGNS ARE A BALANCING ACT

WHILE VIEWABILITY IS STRONGLY RELATED TO PERFORMANCE, IT’S NOT THE ONLY FACTOR

- TOTAL COST
- CONVERSION TASK
- AUDIENCE
- AD FORMAT
- VIEWABILITY
- FREQUENCY
- WEBSITE

PERFORMANCE
FIGURE OUT WHEN TO PAY FOR HIGHER VIEWABILITY

Marketers should balance the increased cost of higher viewability vs. the increase in conversions gained

HYPOTHETICAL DATA: VIEWABILITY VALUE TRADEOFF

[Graph showing the tradeoff between increased conversions and increased cost of impressions.]

0% | 1% | 2% | 3% | 4% | 5% | 6% | 7% | 8% | 9% | 10% | 11% | 12% | 13% | 14% | 15% | 16% | 17% | 18% | 19% | 20% | 21% | 22% | 23% | 24% | 25%

Increased conversions

Increased cost of impressions

[Legend: X, !, √]
VIEWABILITY IS A CRITICAL DIAGNOSTIC TOOL
BUT THERE IS NO MAGIC ‘IN-VIEW RATE’ THAT WE KNOW
WILL MAKE THE DIFFERENCE
IMPLICATIONS

INCLUDE VIEWABILITY MEASUREMENT IN DIRECT RESPONSE CAMPAIGNS. WITHOUT IT, NON-VIEWABLE IMPRESSIONS CAN PAINT AN INACCURATE PICTURE OF WHAT HAPPENED

TRACK MORE ADVANCED VIEWABILITY & ENGAGEMENT METRICS FOR A MORE GRANULAR PICTURE OF A CAMPAIGN

CAMPAIGN PERFORMANCE ISN’T ALWAYS PERFECTLY RELATED TO VIEWABILITY

It isn’t always possible to access inventory to deliver extremely high (80+) percent of impressions that are MRC-viewable. Because some placements don’t have extremely high viewability levels, open up viewability requirements to reach a larger audience.

Experiment to find the best performing combination of viewability rates and engagement levels, especially given other factors can play a role in performance.

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