



# **3MS Educational Forum: A Primer on Improving Viewability for Publishers**

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# What, Why, Why Now, and Who?

- Viewability as a transactional metric in market for more than one year
- 3MS Educational Forum: IAB, publishers, and agencies educate each other about the standard and how viewability works
- Together with MRC, we have driven:
  - More testing
  - More clarity
  - Broader thinking on the topic
- Turning point in viewability measurement: MRC Reconciliation Analyses and Viewability Guidelines 2.0
- New milestone: release of *A Primer on Improving Viewability for Publishers*

# What, Why, Why Now, and Who? (cont.)

- ***A Primer on Improving Viewability for Publishers* reflects collective wisdom, investment and sweat equity of publishers who have successfully implemented viewability**
- **New currency and multiple vendors both underscore the need for testing and reiterating**
- **Accumulated knowledge takes time**
- **Developing a roadmap takes time**
- **Implementing and reiterating takes time**

# What, Why, Why Now, and Who? (cont.)

- *A Primer on Improving Viewability for Publishers* excludes mobile
- The process and steps included can facilitate implementation of mobile viewability when the standard is completed
- Assumes that all publishers will do business with MRC accredited vendors
- Emphasizes the need to improve viewability and adhere to LEAN in order to ensure the best possible UX
- Optimization of viewability can and should present an opportunity to re-evaluate number and type of ads, and policy around limits of creative weight on specific sites

# What, Why, Why Now, and Who? (cont.)

**IAB is indebted to the following companies and individuals for their contribution to the primer**

- › **Disney**
- › **Google**
- › **NBCU**
- › **PGATour**
- › **Turner Broadcasting**
- › **Yahoo**
  
- › **Zach Putnam**
- › **Eric Wood, Jay Lieske, Ari Feldman**
- › **John Alleva**
- › **Mike McLeod**
- › **Joey Trotz**
- › **Nidhi Rao and of course, James Deaker of Yahoo, our guest speaker**

# The current environment for Publishers

**Campaigns requiring either viewability guarantees or billing are growing as a proportion of total revenue**

**... but, there are significant concerns within most publishers around**

- › Discrepancies counts with vendors**
- › The viewability of existing ad placements on pages**
- › Potential revenue lost from changing business models**

**... which require support to enable them to fully embrace viewability**



## A Primer on Improving Viewability for Publishers

MARCH 2016

### Table of Contents

Acknowledgements.....	2
Purpose and Context.....	3
Benchmark .....	4
Site Re-Design.....	7
Ad Latency Improvements .....	9
Ad Tech Strategy & Policy Changes .....	10
Working with 3 <sup>rd</sup> Party Vendors.....	11
Working with Advertisers and Agencies .....	13
Summary Thoughts.....	14
Appendix.....	15

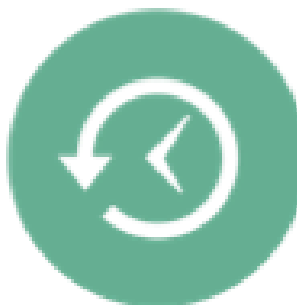
**The primer seeks to inform Publisher action**



**Engaging Content**



**Site Re-Design**



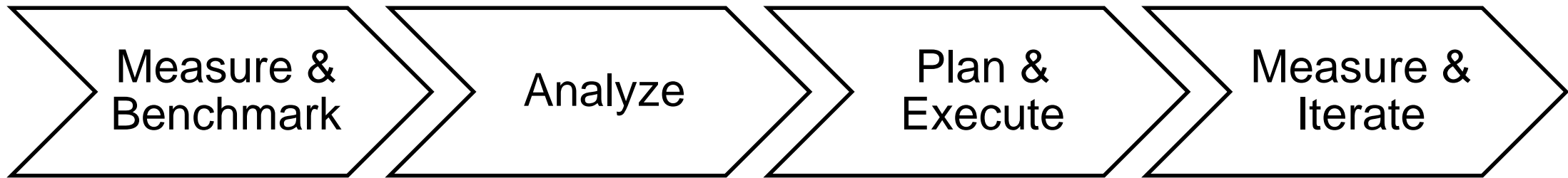
**Latency**



**Ad Tech  
Strategy & Policy**

## **Four Primary Levers for Viewability improvement**

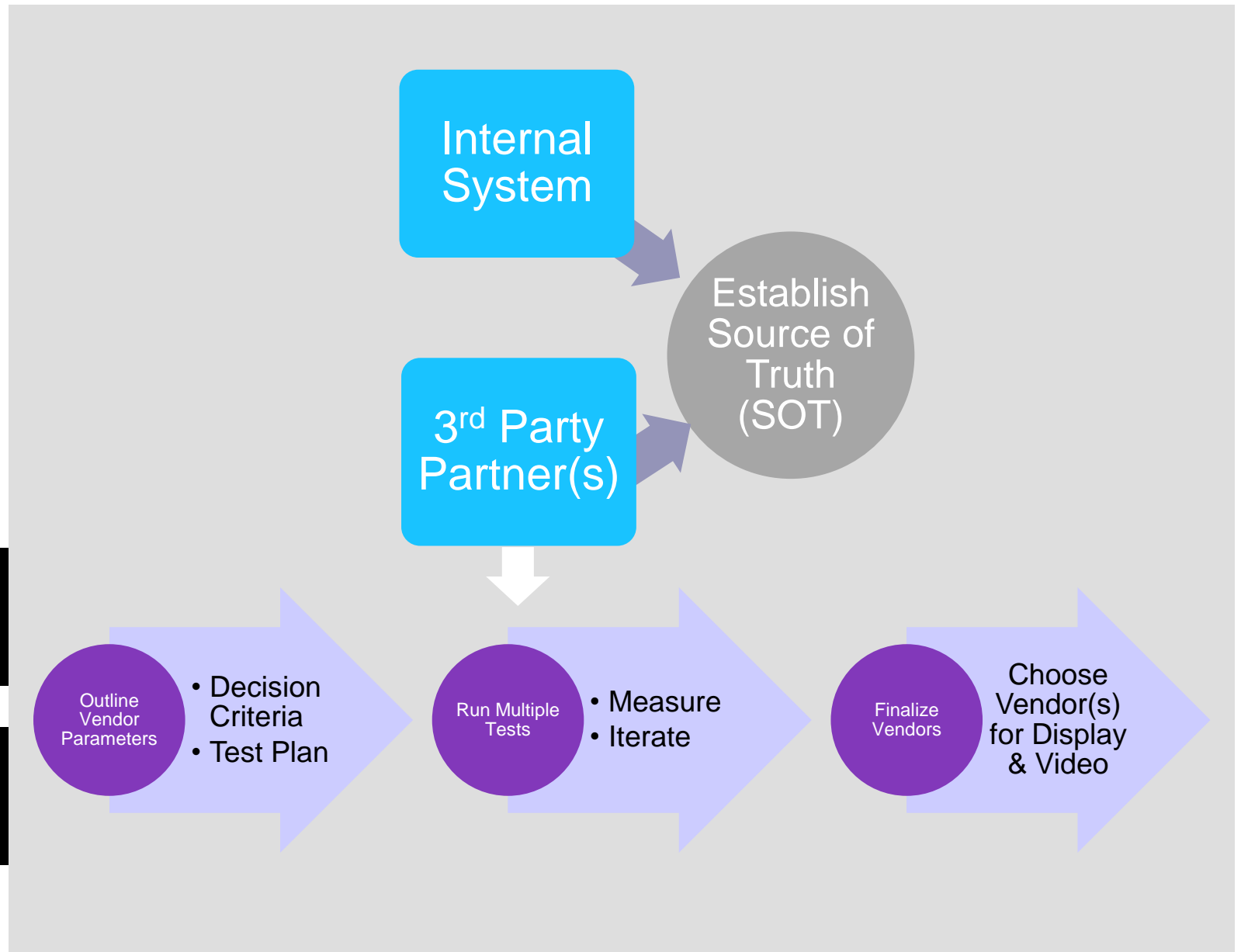




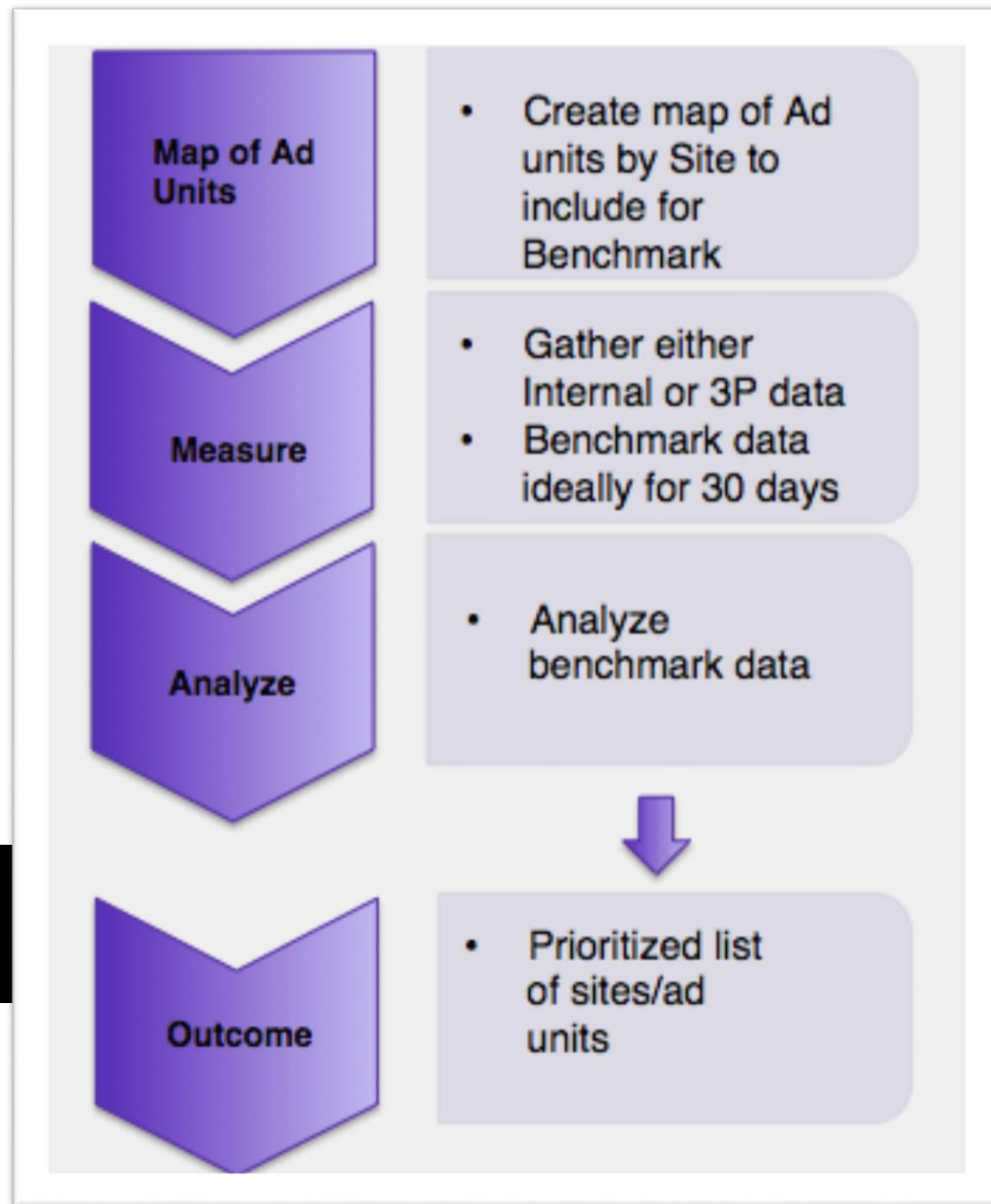
## Four Phases for Viewability Improvement

## Measure

## Establish Source of Truth



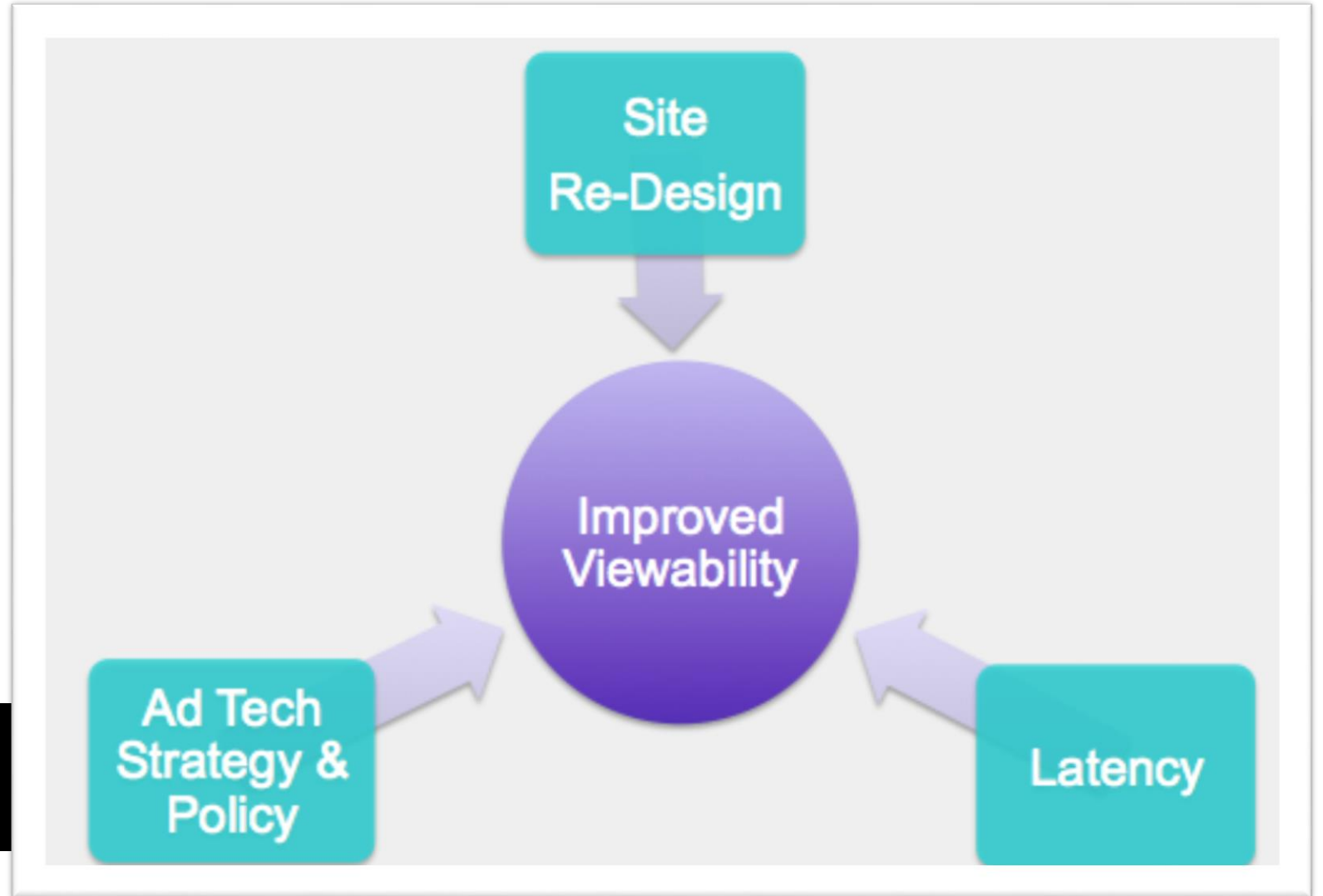
# Using Measurement



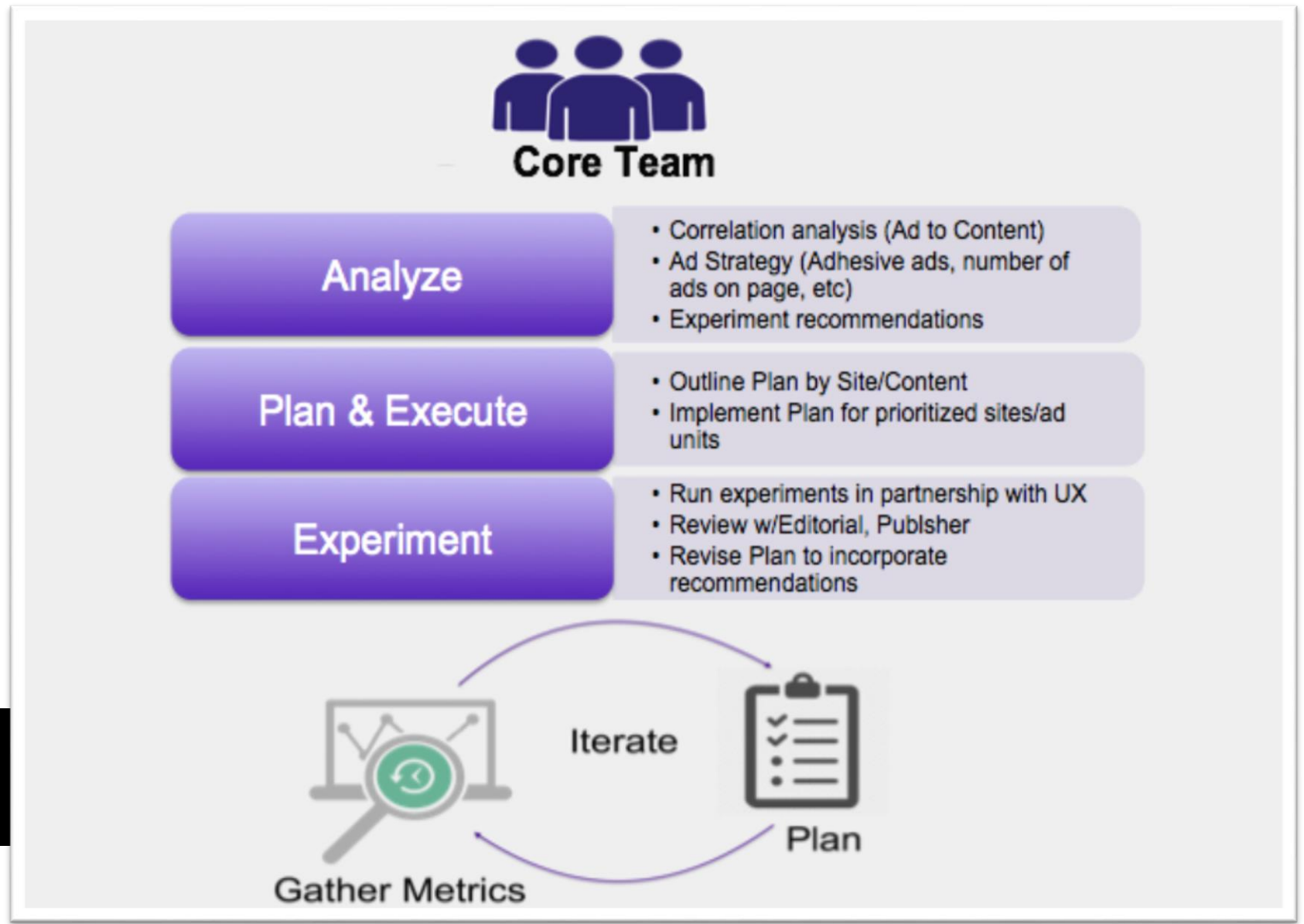
Site	Ad size	<u>Incl/Excl</u>	Measurement%	Viewable%	ATF/BTF	Ad Render Time	Page Latency	Revenue
Front Page	300X250	Y	95%	83%	B	200ms	250ms.	\$XXX,XXX
Sports	970X250	Y	80%	74%	A	450ms	.....	\$XXX,XXX
News	TL1	N	98%	80%	A	200ms	.....	\$XXX,XXX

## Sample Template

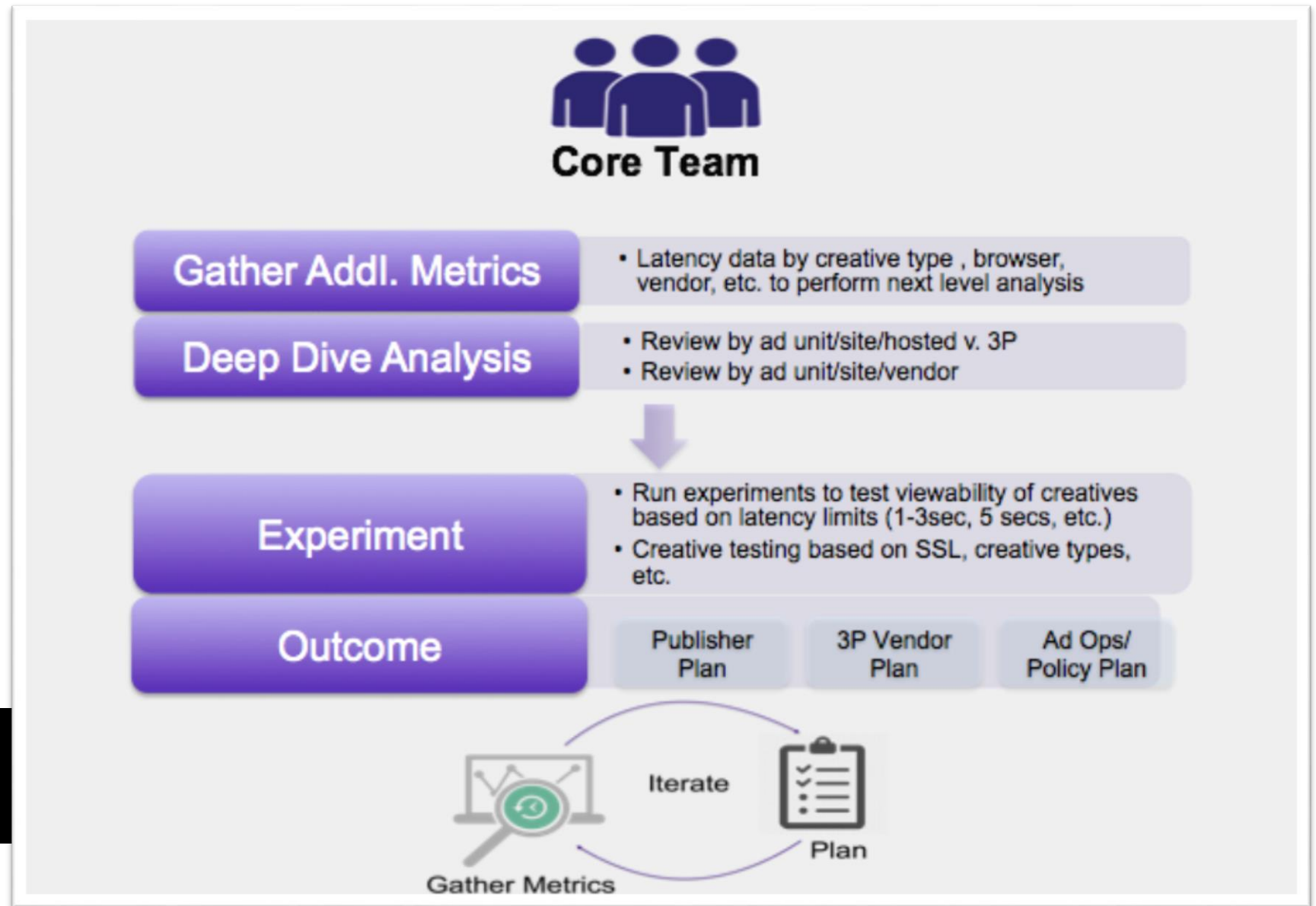
## Parallel Tracks



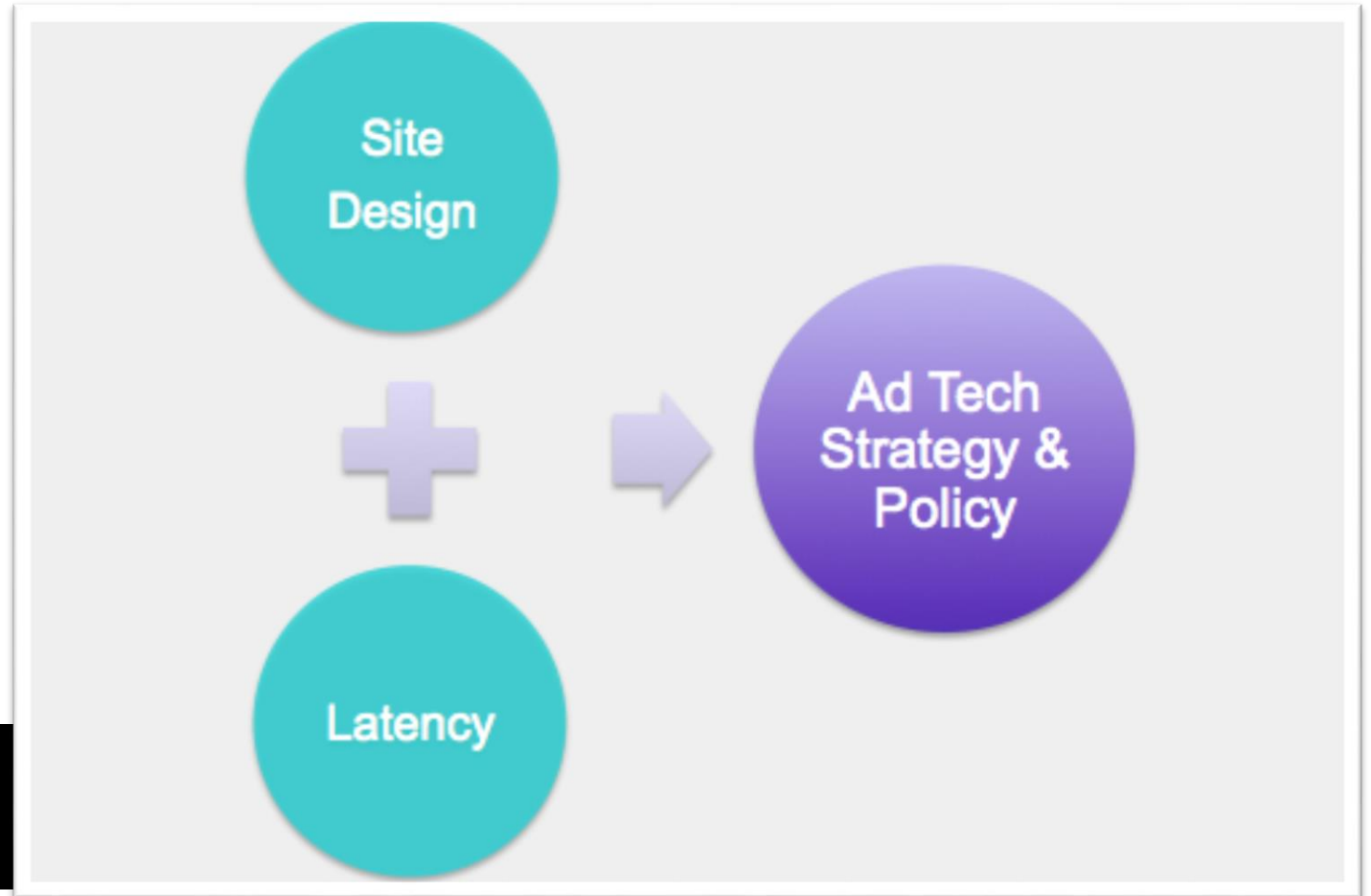
# Site Re-Design



# Ad Latency Improvements



# Ad Tech Strategy & Policy





# Example options to improve viewability

- 1. Only serve below-the-fold ads when they become viewable. Share this signal with your partners in the bid request (as an ATF unit).**
- 2. Limit existing creative weight on specific sites, and on 3<sup>rd</sup> party creatives**
- 3. Change existing processes, e.g. site-serving in stead of 3<sup>rd</sup> party serving certain types of creatives if you have that option**
- 4. Establish creative-size limits on RTB calls**
- 5. Adjust ad-refresh configuration and methodologies. Experimentation will guide the optimal ad refresh configurations. Please note that auto-refreshing ads can improve viewability in certain instances but can also negatively impact the user experience.**



### **Monitoring the Vendor Marketplace**

- Site Performance
- Staying up to date with Vendor Process/MRC guidance changes

## **Working with 3<sup>rd</sup> Party Vendors**



### Monitoring the Vendor Marketplace

- Site Performance
- Staying up to date with Vendor Process/MRC guidance changes



### 3<sup>rd</sup> Party Measurement

- Compare against baseline
- Incase of variance form a mediation plan
- Certify the vendors that pass
- Incase uncertified vendors Allow 3<sup>rd</sup> party billing with 10% variance

## Working with 3<sup>rd</sup> Party Vendors



### Monitoring the Vendor Marketplace

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### Recurring Vendor Review

- Measurement
- Review 3P Ad Latency & agreements
- Notify MRC of breach of regulation

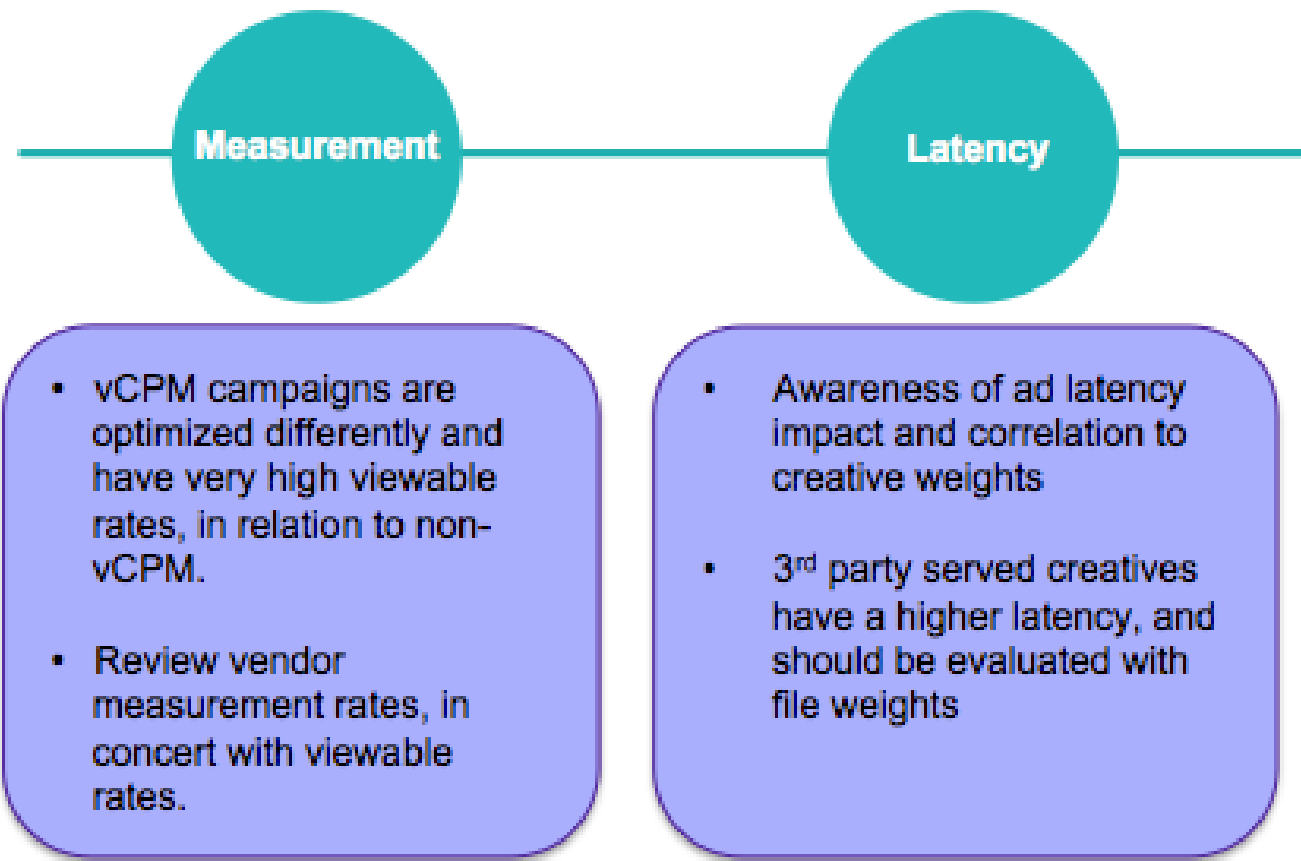
## Working with 3<sup>rd</sup> Party Vendors



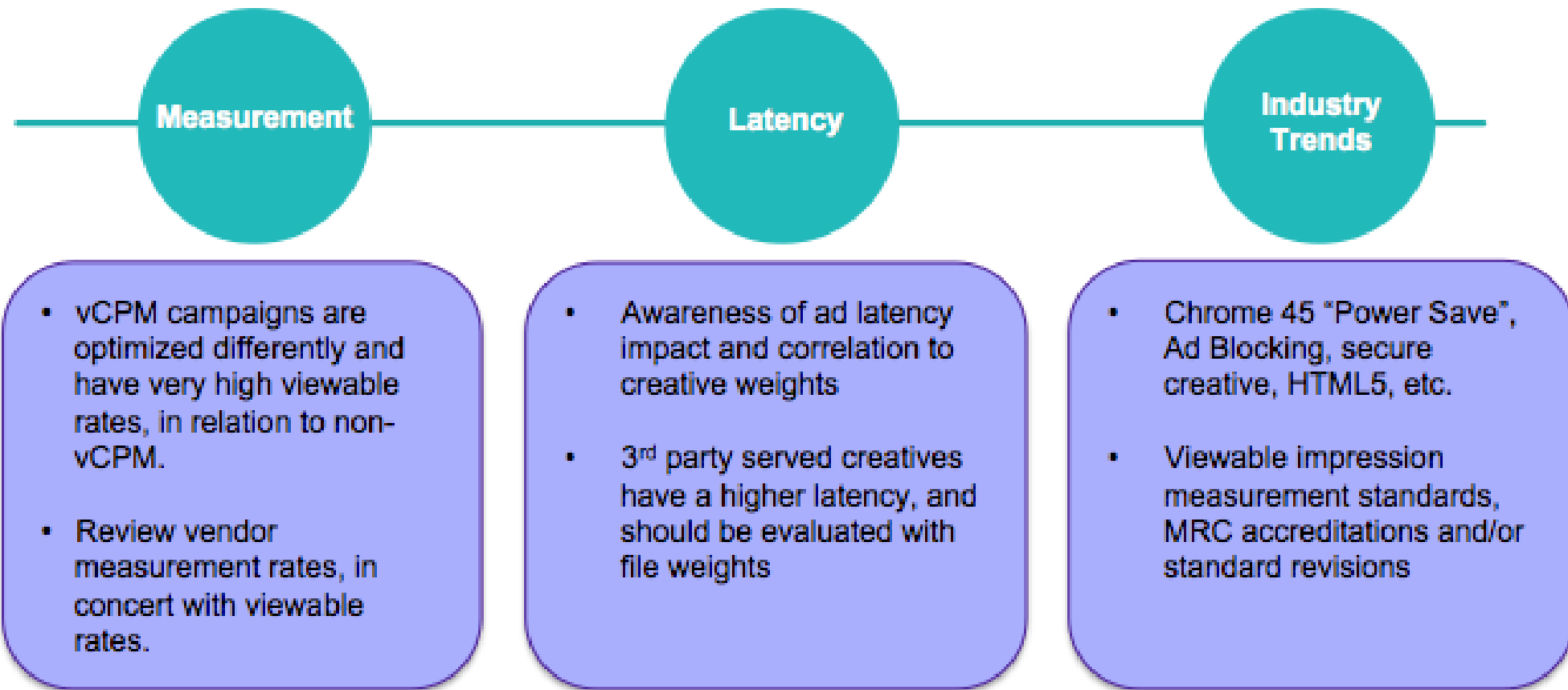
## Measurement

- vCPM campaigns are optimized differently and have very high viewable rates, in relation to non-vCPM.
- Review vendor measurement rates, in concert with viewable rates.

# Working with Advertisers



## Working with Advertisers



## Working with Advertisers

# Lessons learned and benefits of mistakes

**Insisting on viewable-only sales too early**

**Supporting too many different requests for viewability thresholds (e.g. 70%, 80%,...)**



# Closing thoughts and lessons

**Viewability should be treated as an evolutionary journey by publishers (not binary or revolutionary)**

- **Constant iteration and revision of approach**
- **Focused resources, but coordination across Sales, Ad Products, Publisher Products and Revenue Management**
- **Requires investment in many of the other LEAN principles to be successful**

# Next Steps for Measurement and the Market

- **Continue to educate on OTS – viewability is not about impact**
  - Viewability is about delivering an ad that renders on a screen and provides an Opportunity To See
- **MRC Mobile Viewability Guidelines in development and soon to be released for public comment**
- **Audience based currency (GRPs) also in early stages of development**
  - Participate in the process
  - Caveat emptor: test GRP products and viewability within segments or demos
- **Expect demand for viewable inventory to grow**
- **Expect that approaching NewFront/Upfront season will generate discussions/negotiations on viewability**
- **Bring measurement issues to MRC or IAB both BEFORE and as the market moves**
- **Remember the real goal: comparable cross platform measurement for brand advertising**

# Thank You



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Yahoo



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IAB