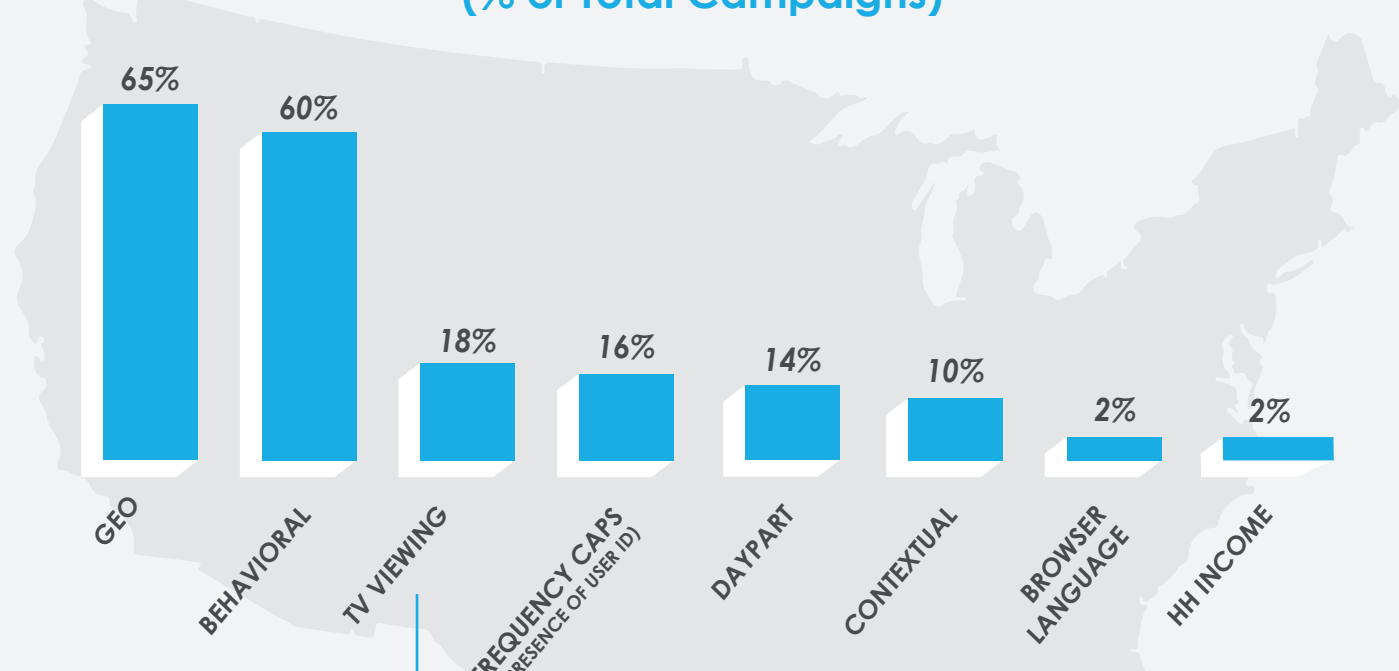


CAMPAIGN TARGETING

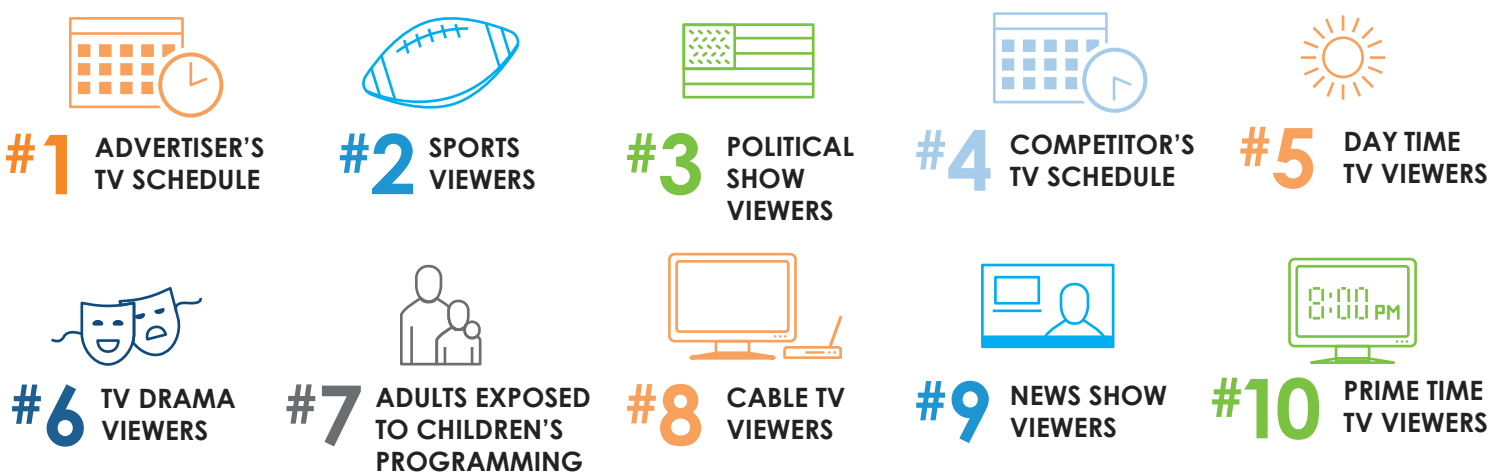
(% of Total Campaigns)



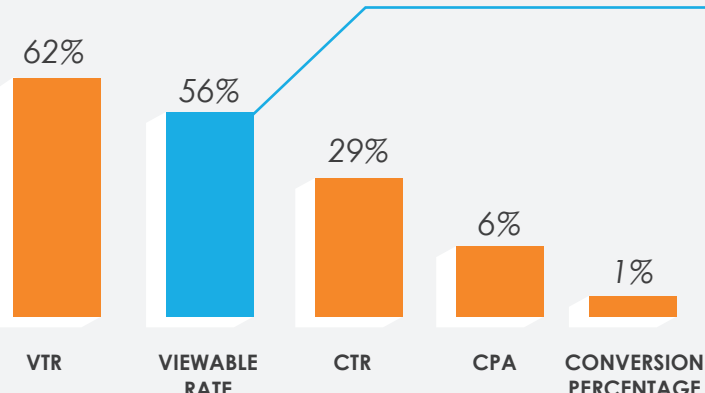
While almost all advertisers used demographics like age and gender for targeting, 39% of impressions were measured using tools such as Nielsen's DAR or comScore's VCE to validate they were delivered in-demo.

114% year-over-year increase in number of campaigns using cross-screen TV data to target online.

MOST USED TV VIEWING SEGMENTS IN Q4



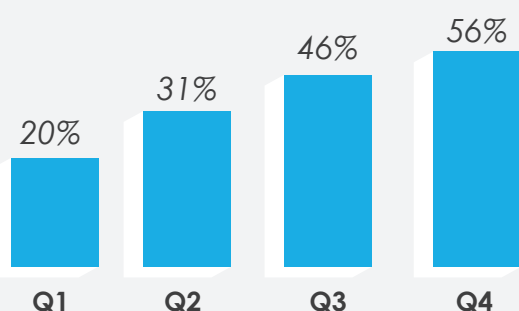
CAMPAIGN OBJECTIVES



Although **View Thru Rate (VTR)** continued to be the most popular campaign objective among advertisers in Q4, **Viewable Rate** continues to gain steam (see chart on right).

VIEWABILITY

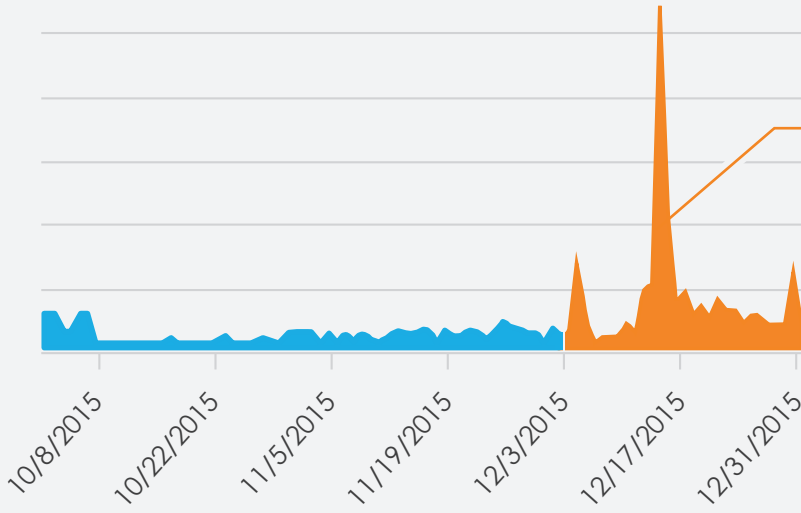
Percentage of Campaigns Choosing Viewable Rate as Objective



Advertisers increasingly chose to optimize their campaigns for Viewable Rate in 2015.

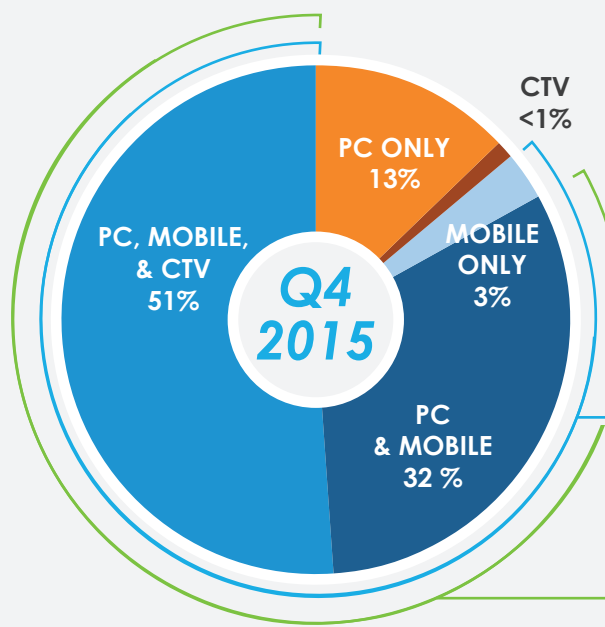
AD FRAUD

Total Rejected Ad Requests By Bots



The largest spikes in rejections of ad requests due to bot activity came in the **last few weeks before Christmas and in the final days of the year**. Fraudsters look to deploy bots during periods when advertisers are looking for extra traffic (holidays) or when budgets are typically being expended (end of the quarter/year). To learn more about ad fraud and how to combat it, [click here](#).

CAMPAIGNS BY DEVICE

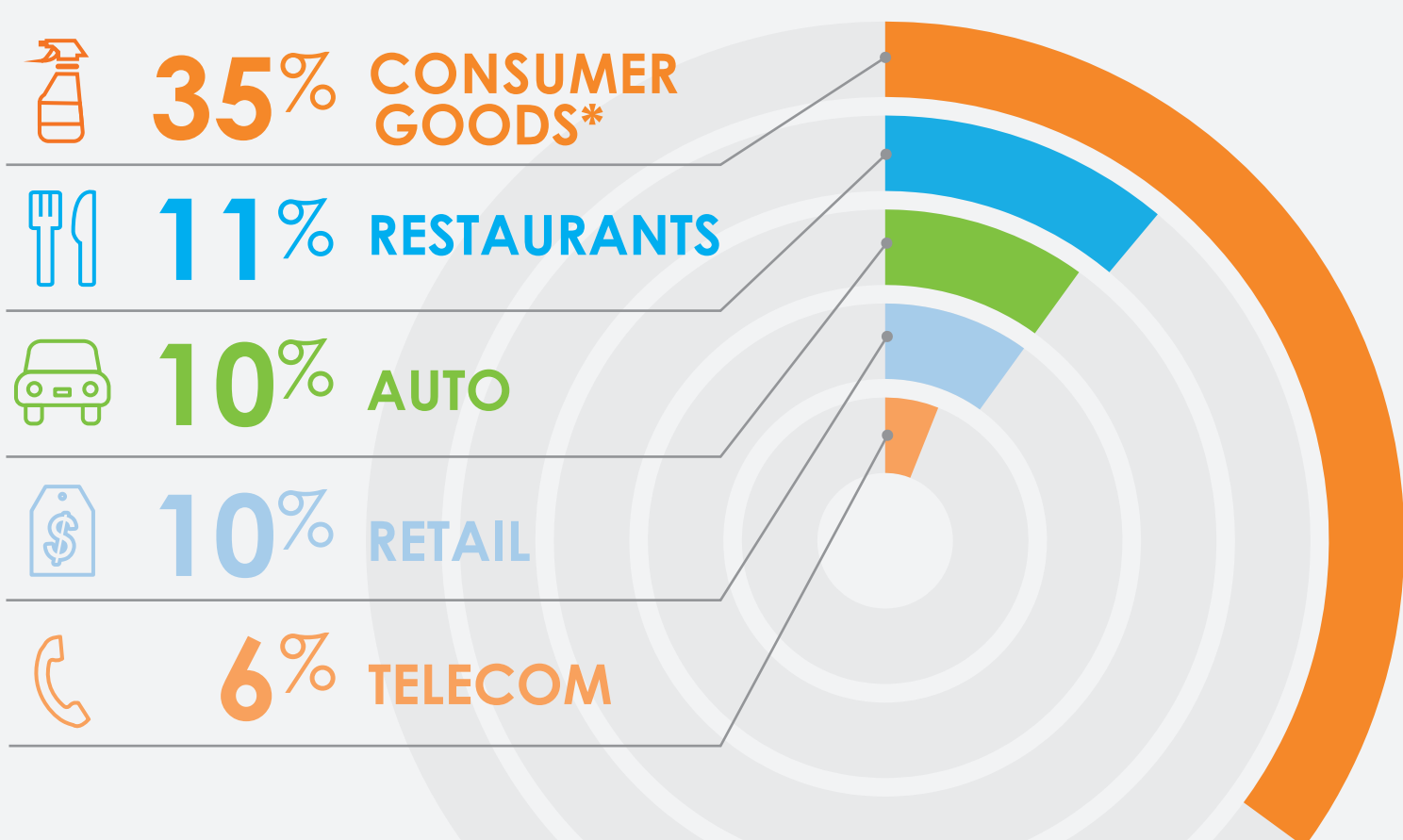


MOBILE CONTINUES TO PROVE ITS VALUE, GROWING **7X** COMPARED TO Q4 2014.

CROSS-SCREEN GROWTH

SEEING ITS EFFECTIVENESS, MORE THAN **4 OUT OF 5** DIGITAL CAMPAIGNS CURRENTLY UTILIZE A CROSS-SCREEN APPROACH. IN JUST ONE YEAR, THE NUMBER OF CROSS-SCREEN CAMPAIGNS HAS GROWN WELL OVER **50%**.

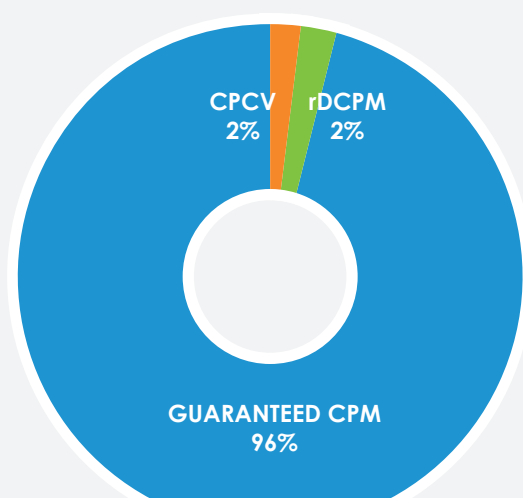
TOP 5 AD CATEGORIES



THE CONSUMER GOODS CATEGORY SAW A LARGE DIGITAL PRESENCE IN **Q4 2015**, FOLLOWED BY RESTAURANTS. AUTO, RETAIL AND TELECOM ROUNDED OUT THE TOP 5.

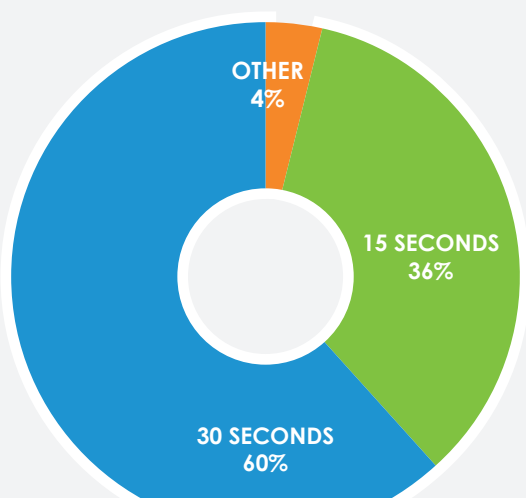
*Consumer goods is a combination of CPG and Food and Beverage ad categories.

PROGRAMMATIC BUY TYPE



Nearly all campaigns in Q4 ran on guaranteed, TV-like pricing models, the vast majority of which ran on regular CPMs. **Reserved Dynamic Pricing**, (Reserved dCPM), however, grew in popularity. The new pricing type offers users the ability to run campaigns on a reserved, dynamic price basis.

AD DURATION



Thirty second creatives were more popular in Q4, which wasn't the case in Q3, when 15 second creatives led the way. We saw the same trend in Q3 and Q4 of 2014 as well. This was likely due to advertisers' desire to spend more of their advertising budgets to close out the year.