GAMING MEASUREMENT FRAMEWORK

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What is the IAB Gaming Measurement Framework

The IAB Gaming Measurement Framework outlines the standard ad formats by media type in gaming and the specific primary and secondary measurement metrics available for each ad format.

Why this Framework was Needed

This document was created to give advertisers more transparency and confidence when investing their marketing dollars in gaming. It is intended to empower brands to ask for the metrics they need to assess campaign success and make informed decisions. It is also intended to standardize measurement reporting across gaming publishers and ad tech providers.

How To Use This Framework

This framework can be used in the following ways:

- **Partner/vendor selection:** Ensure alignment in understanding of the metrics available when investing in gaming

- **Creative planning and mixed media modeling:** Understand the gaming ad experiences available and how they map to media categories and outcome metrics

- **Reporting:** Ensure alignment in reporting expectations between brands, agencies, platforms and ad tech providers

- **Evaluation:** Evaluate campaign success and ROI

- **Unlocking brand budgets:** This framework can help identify exactly which gaming ad experiences can deliver the desired metrics key stakeholders are looking for. This will be instrumental in unlocking the full potential of gaming as an advertising channel.

Baseline Metrics

These are the core measurement capabilities that buyers should reliably expect when running campaigns through specific gaming ad formats. Baseline metrics represent the fundamental tracking and reporting features that are consistently available and form the foundation for campaign evaluation and optimization.

Additional Metrics

These are additional measurement capabilities that may be available depending on the specific gaming environment, advertiser setup, or platform capabilities. Additional metrics offer deeper insights and expanded measurement opportunities but are not guaranteed across all implementations of the ad format.
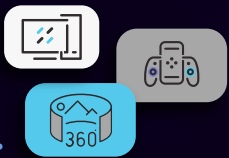
General metrics that are achievable across formats*

The following metrics may be available as first party data verified by third party data:

- DAU and MAU (Daily Active Users) (Monthly Active Users)

- Audience Demographics (Age, Gender, Geo)

- Invalid Traffic (GIVT & SIVT)

- Platform and Device Type

- Contextual Targeting (Game Genre and Name)

Note: Baseline metrics are the minimum viable set of metrics to be reported, including the derivatives that are indicated.

* These metrics can be achieved in mobile but are not always readily available in PC and Console.

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DISPLAY AD METRICS MATRIX (INCLUDES COMPANION ADS FOR VIDEO OR AUDIO)

BASELINE METRICS	INTRINSIC IN-GAME**	REWARDED	SPONSORSHIP	INTERSTITIAL	ADJACENT
Impressions (Impression Count, CPM)	✓	✓	✓	✓	✓
Viewability (Viewable Impressions, In-View Rate & Time In-View)	✓	✓	✓	✓	✓
Unique Reach (indicate persons, households, or devices)	✓	✓	✓	✓	✓
Ad Frequency (impressions/ reach)	✓	✓	✓	✓	✓
Clicks (click-through rate, cost per click)		✓	✓		
Engagement* (engagement rate, avg # of interactions per user, cost per engagement)		✓	✓		
Redemption (redemption rates, avg redemption per user, cost per redemption)		✓			
Conversion Metrics (E.g. add to cart, sales, downloads, installs, leads, conversion rates, cost per conversion) Note: These usually require some tracking capability on the advertiser end.	✓	✓	✓	✓	✓

* Engagement metrics (applicable for rich media ads): Measure user interaction within the ad itself e.g., expanding, playing, interacting with elements, excluding clicks that redirect from the ad to webpages, installs, downloads, etc.

** Refer to the Intrinsic In-Game Measurement Guidelines

GAMING MEASUREMENT FRAMEWORK

DISPLAY AD METRICS MATRIX (INCLUDES COMPANION ADS FOR VIDEO OR AUDIO)

ADDITIONAL METRICS	INTRINSIC IN-GAME**	REWARDED	SPONSORSHIP	INTERSTITIAL	ADJACENT
Incremental Reach	✓	✓	✓	✓	✓
Brand Lift Metrics*** (e.g. brand/ad recall, brand preference, top of mind, etc.)	✓	✓	✓	✓	✓
Clicks (click-through rate, cost per click)	✓				
Attention Metrics (data signals, visual tracking, physio/neurological observations or survey/panel-based)	✓	✓	✓	✓	✓
Incremental Sales Uplift	✓	✓	✓	✓	✓
Conversion Metrics (e.g. footfall, attribution measurement, offline sales lift)	✓	✓	✓	✓	✓

*** Brand lift metrics typically provided by a third party vendor via a survey through an Ad or Brand Effectiveness study, but some platforms offer first party brand lift metrics.

GAMING MEASUREMENT FRAMEWORK

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VIDEO AD METRICS MATRIX

BASELINE METRICS	INTRINSIC IN-GAME	REWARDED	SPONSORSHIP	IN-STREAM	LIVESTREAM	ALTERNATIVES***
Impressions (Impression Count, CPM)	✓	✓	✓	✓	✓	✓
Viewability (Viewable Impressions, In-View Rate & Time In-View)	✓	✓	✓	✓	✓	✓
Unique Reach (indicate persons, households, or devices)	✓	✓	✓	✓	✓	✓
Ad Frequency (impressions/ reach)	✓	✓	✓	✓	✓	✓
Clicks (click-through rate, cost per click		✓	✓	✓	✓	✓
Engagement* (engagement rate, avg # of interactions per user, cost per engagement)		✓	✓		✓	
Video Duration (quartiles, complete plays, duration rate)	✓	✓	✓	✓	✓	✓
Redemption (redemption rates, avg redemption per user, cost per redemption)		✓				
Conversion Metrics (E.g. add to cart, sales, downloads, installs, leads, conversion rates, cost per conversion) Note: These usually require some tracking capability on the advertiser end.	✓	✓	✓	✓	✓	✓

* Engagement metrics (applicable for rich media ads): Measure user interaction within the ad itself e.g., expanding, playing, interacting with elements), excluding clicks that redirect from the ad to webpages, installs, downloads, etc.

GAMING MEASUREMENT FRAMEWORK

VIDEO AD METRICS MATRIX

ADDITIONAL METRICS	INTRINSIC IN-GAME	REWARDED	SPONSORSHIP	IN-STREAM	LIVESTREAM	ALTERNATIVES***
Audible On/Off (only if applicable)	✓	✓	✓	✓		✓
Incremental Reach	✓	✓	✓	✓	✓	✓
Live Chat Participation					✓	
Clicks (click-through rate, cost per click)	✓					
Brand Lift Metrics** (e.g. brand/ad recall, brand preference, top of mind, etc.)	✓	✓	✓	✓	✓	✓
Attention Metrics (data signals, visual tracking, physio/neurological observations or survey/panel-based)	✓	✓	✓	✓	✓	✓
Incremental Sales Uplift	✓	✓	✓	✓	✓	✓
Conversion Metrics (e.g. foot traffic, attribution measurement, offline sales lift)	✓	✓	✓	✓	✓	✓

** Brand lift metrics typically provided by a third party vendor via a survey through an Ad or Brand Effectiveness study, but some platforms offer first party brand lift metrics.

*** Video Alternatives include: Accompanying Content (AC), Between Content (BC) and No Content (NC). For more information on these video formats, please refer here:
https://www.iab.com/blog/exploring-video-ad-alternatives/

GAMING MEASUREMENT FRAMEWORK

AUDIO AD METRICS MATRIX (GAMING ENVIRONMENTS)

| BASELINE METRICS	INTRINSIC IN-GAME	REWARDED	INTERSTITIAL
Impressions/Audible Impressions	✓	✓	✓
Unique Reach (indicate persons, households, or devices) (cost per unique)	✓	✓	✓
Ad Frequency (impressions / reach)	✓	✓	✓
Clicks (click-through rate, cost per click)			
Audio Duration (quartiles, complete plays, avg. duration, listen-thru rate)	✓	✓	✓
Redemption (redemption rates, avg redemption per user, cost per redemption)		✓	
Conversion Metrics (e.g. add to cart, sales, downloads, installs, leads, conversion rates, cost per conversion) Note: These usually require some tracking capability on the advertiser end.	✓	✓	✓

AUDIO AD METRICS MATRIX (GAMING ENVIRONMENTS)

ADDITIONAL METRICS	INTRINSIC IN-GAME	REWARDED	INTERSTITIAL
Audio Start/Play	✓	✓	
Volume Level	✓	✓	
Ad Frequency (impressions / reach)	✓	✓	
Brand Lift Metrics ** (e.g. brand/ad recall, brand preference, top of mind, etc.)	✓	✓	
Skips (Skip count, Skip Rate)	✓	✓	
Conversion Metrics (e.g. footfall, attribution measurement, offline sales lift)	✓	✓	

** Brand lift metrics typically provided by a third party vendor via a survey through an Ad or Brand Effectiveness study, but some platforms offer first party brand lift metrics.
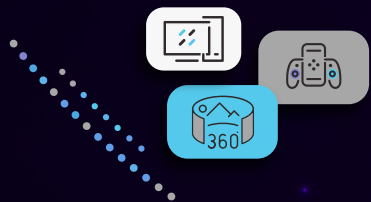
CUSTOM AD METRICS MATRIX

BASELINE METRICS	BRANDED WORLD	INTEGRATIONS	SPONSORSHIP	PLAYABLES	LIVESTREAM/ SOCIAL	SKINS/LOGOS	DIGITAL GOODS/UGC	BRANDED GAMES
Impressions (Impression Count, CPM)	✓	✓	✓	✓	✓	✓	✓	✓
Viewability (Viewable Impressions, In-View Rate & Time In-View)	✓	✓	✓	✓	✓			✓
Unique Reach (indicate persons, households, or devices)	✓	✓	✓	✓	✓	✓	✓	✓
Ad Frequency (impressions/ reach)	✓	✓	✓	✓	✓			✓
Visitors (unique visitors, returning visitors, total visits)	✓	✓			✓			✓
Clicks (click-through rate, cost per click	✓	✓	✓	✓	✓			✓
Engagement* (engagement rate, avg # of interactions per user, cost per engagement)	✓	✓	✓	✓	✓	✓	✓	✓
Session Duration	✓	✓	✓	✓	✓			✓
UGC Equipment (UFC equipment count, UGC equipment rate)						✓	✓	
Skin Retention (skin retention count, skin retention rate)						✓		
Redemption (redemption rates, avg redemption per user, UGC redemptions)	✓	✓			✓	✓	✓	✓
Conversion Metrics (e.g. add to cart, sales, downloads, platform currency spend, installs leads, conversion rates, UGC conversion rates, cost per conversion) Note: These usually require some tracking capability on the advertiser end.	✓	✓	✓	✓	✓	✓	✓	✓

* Engagement metrics (applicable for rich media ads): Measure user interaction within the ad itself e.g., expanding, playing, interacting with elements, excluding clicks that redirect from the ad to webpages, installs, downloads, etc.

CUSTOM AD METRICS MATRIX

ADDITIONAL METRICS	BRANDED WORLD	INTEGRATIONS	SPONSORSHIP	PLAYABLES	LIVESTREAM/ SOCIAL	SKINS/LOGOS	DIGITAL GOODS/UGC	BRANDED GAMES
Brand Lift Metrics** (e.g. brand/ad recall, brand preference, top of mind, etc.)	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Metrics (Shares, Mentions, Sentiment, Experience Ratings/Reviews)	✓	✓	✓	✓	✓	✓	✓	✓
Live Chat Participation	✓***				✓			
Attention Metrics (data signals, visual tracking, physio/neurological observations or survey/panel-based)	✓	✓	✓	✓	✓	✓	✓	✓
Conversion Metrics (e.g. foot traffic, attribution measurement, offline sales lift)	✓	✓	✓	✓	✓	✓	✓	✓

** Brand lift metrics typically provided by a third party vendor via a survey through an Ad or Brand Effectiveness study, but some platforms offer first party brand lift metrics.

*** If Live Chat is enabled

Recommended IAB / MRC Guidelines for Measuring Ads on Gaming Platforms and Provider

When measuring advertising on gaming platforms and by gaming providers, it is crucial to follow the most relevant Interactive Advertising Bureau (IAB) and/or Media Rating Council (MRC) Guidelines to ensure accurate, consistent, and credible measurement. Based on the standards and guidelines available on the MRC website, the following are recommended at https://www.mediaratingcouncil.org/standards-and-guidelines

Core Guidelines to Refer To:

Audience Reach Measurement Guidelines
For understanding the reach and frequency of ads delivered through gaming platforms.

Click Measurement Guidelines
If click-based ads are used within the gaming platform.

Desktop Display Impression Measurement Guidelines
Relevant if the gaming platform delivers ads via desktop environments.

Digital Video Impression Measurement Guidelines
Important if video ads are served within games or on gaming platforms.

Intrinsic In-Game Advertising Measurement Guidelines
Specifically designed for measuring ads that are integrated within gaming environments. This is the primary guideline for gaming platforms and providers.

Invalid Traffic Detection and Filtration Guidelines
Critical for ensuring that ad measurements are not inflated by invalid or fraudulent traffic, including the latest Interim Update Memo.

Minimum Standards for Media Rating Research
These are the baseline ethical, operational, and disclosure standards that underpin all MRC-accredited measurement services

Mobile Application (In-App) Advertising Measurement Guidelines
Essential if your gaming platform includes mobile apps, covering in-app ad measurement best practices.

Outcomes and Data Quality Standards
For measurement of advertising outcomes—such as conversions, sales lift, brand impact, or other post-ad exposure results. Ensures data quality, transparency, and reliability in outcome-based reporting. Highly relevant if your platform or provider reports on the effectiveness of ads beyond basic delivery metrics.

Viewable Ad Impression Measurement Guidelines
Addresses viewability standards, which are increasingly important for in-game and display ads.

Additional Guidelines to Consider:

Augmented Reality Advertising Measurement Guidelines
If the platform supports AR-based ad experiences1.ness of ads beyond basic delivery metrics.

Location Based Advertising Measurement Guidelines
If ads are targeted or measured based on user location within games.

Social Media Measurement Guidelines
If the gaming platform integrates with or distributes ads via social media.