



SICHTBARE

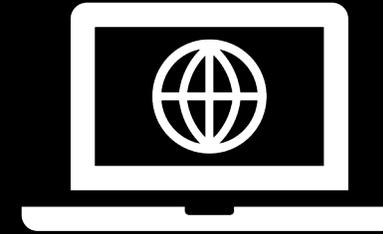
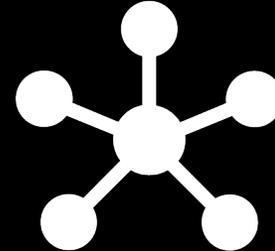
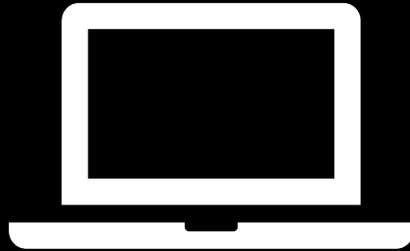
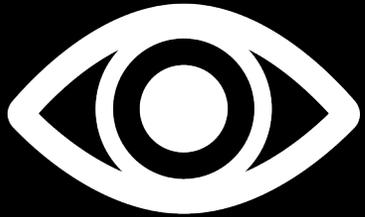
ONLINE

WERBUNG

OFFEN

INTERNET

EINKAUFEN



PROGRAMMATISCH



# STORYBOARD

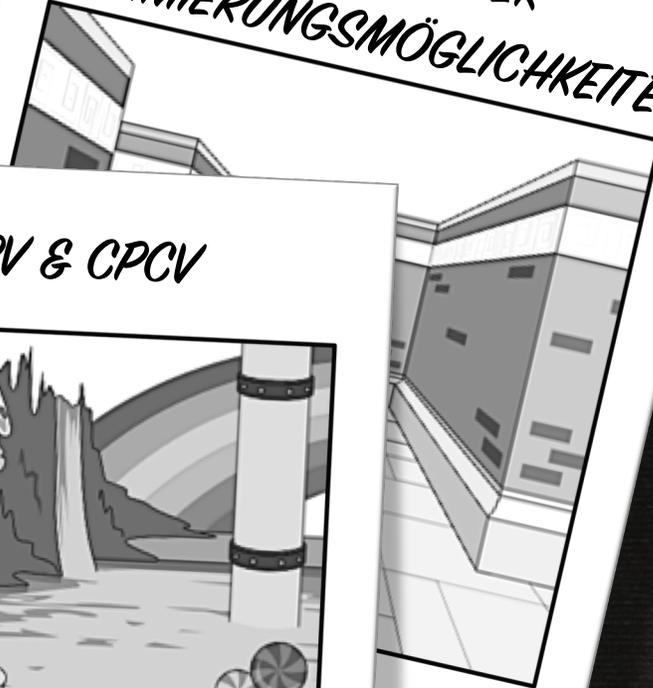
FINSTERER BEGRIFFSWALD



LICHTUNG DER GRUNDLAGEN



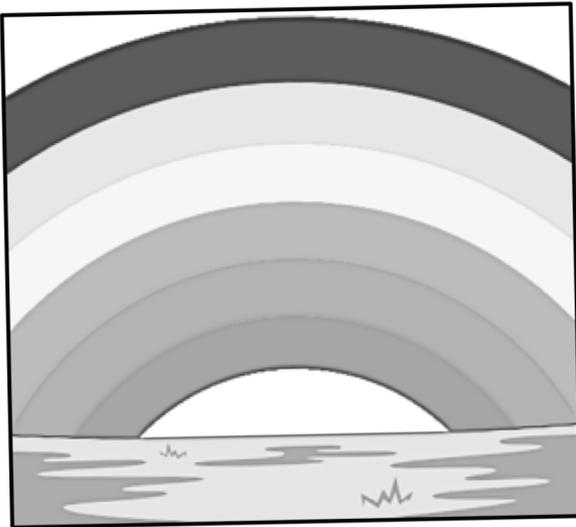
LABYRINTH DER OPTIMIERUNGSMÖGLICHKEITEN



ELFEN CPV & CPCV



GARTEN DER GARANTIEN



Outcome based buying **100/1**

Viewable Deals **VPAID** Completion threshold

**Viewability rate**

Guaranteed Views **CPV** **VAST**

**vCPM**

Guaranteed Completes

Viewability threshold **CPCV**

**Video Completion Rate**



**AppNexus**

A Xandr Company

# Viewability



**AppNexus**

A Xandr Company

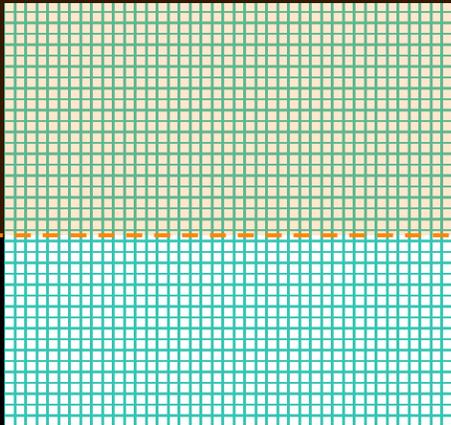
# WAS IST VIEWABILITY?

SICHTBARER  
BEREICH

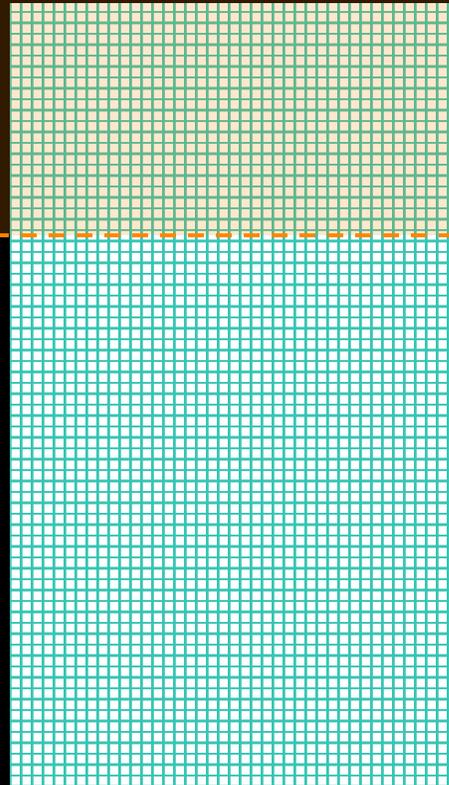


# VIEWABILITY DEFINITION IAB

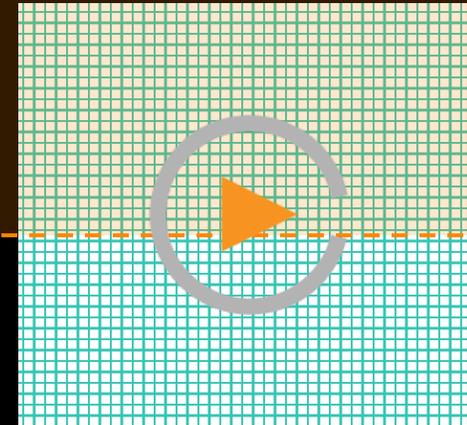
50 %  
PIXEL                      1  
                                  SEC



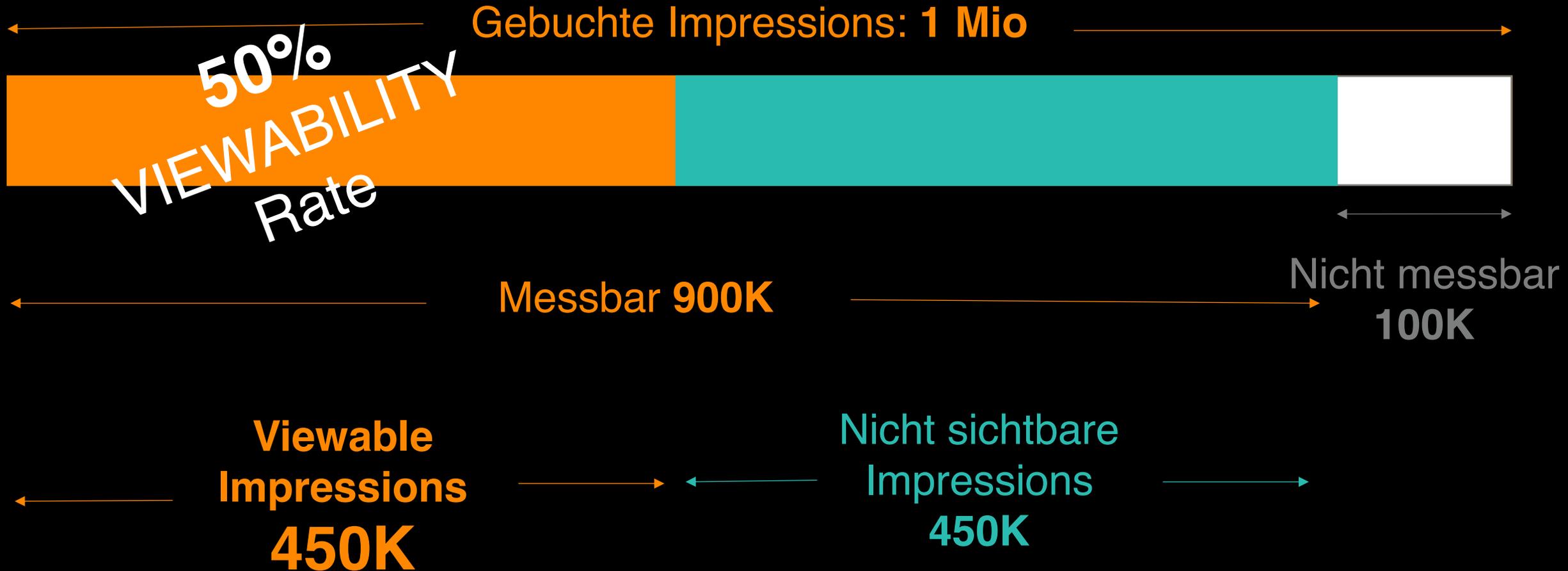
30 %  
PIXEL                      1  
                                  SEC



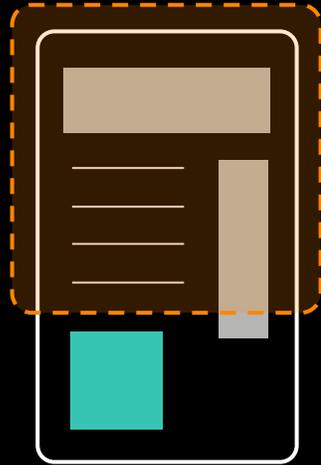
50 %  
PIXEL                      2  
                                  SEC



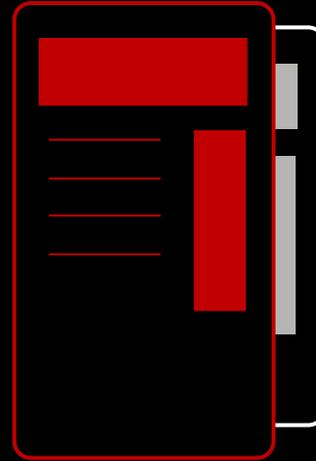
# VIEWABILITY - BEGRIFFE VERSTEHEN



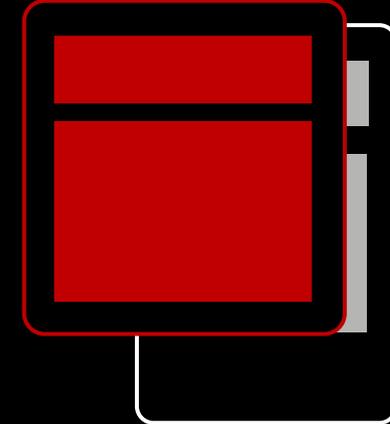
# GRÜNDE FÜR FEHLENDE VIEWABILITY



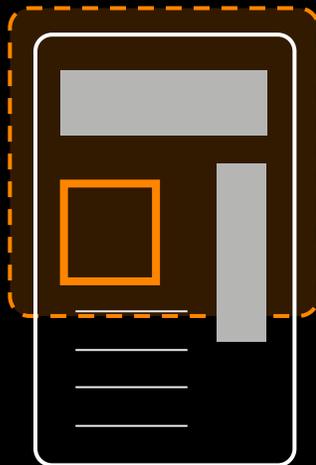
**OUT OF VIEW**



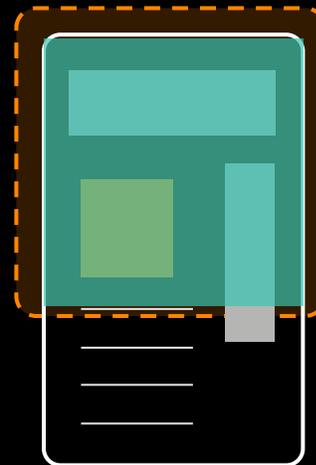
**HIDDEN BROWSER TAB**



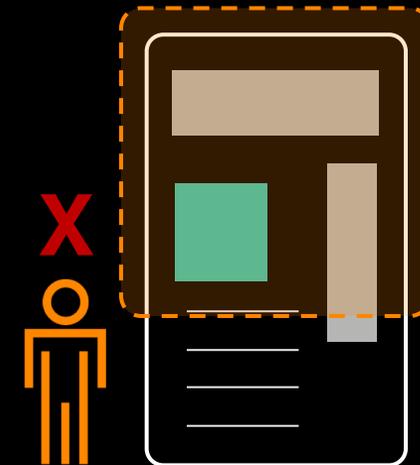
**HIDDEN BROWSER WINDOW**



**NO CREATIVE LOADED**



**HTML OVERLAY**

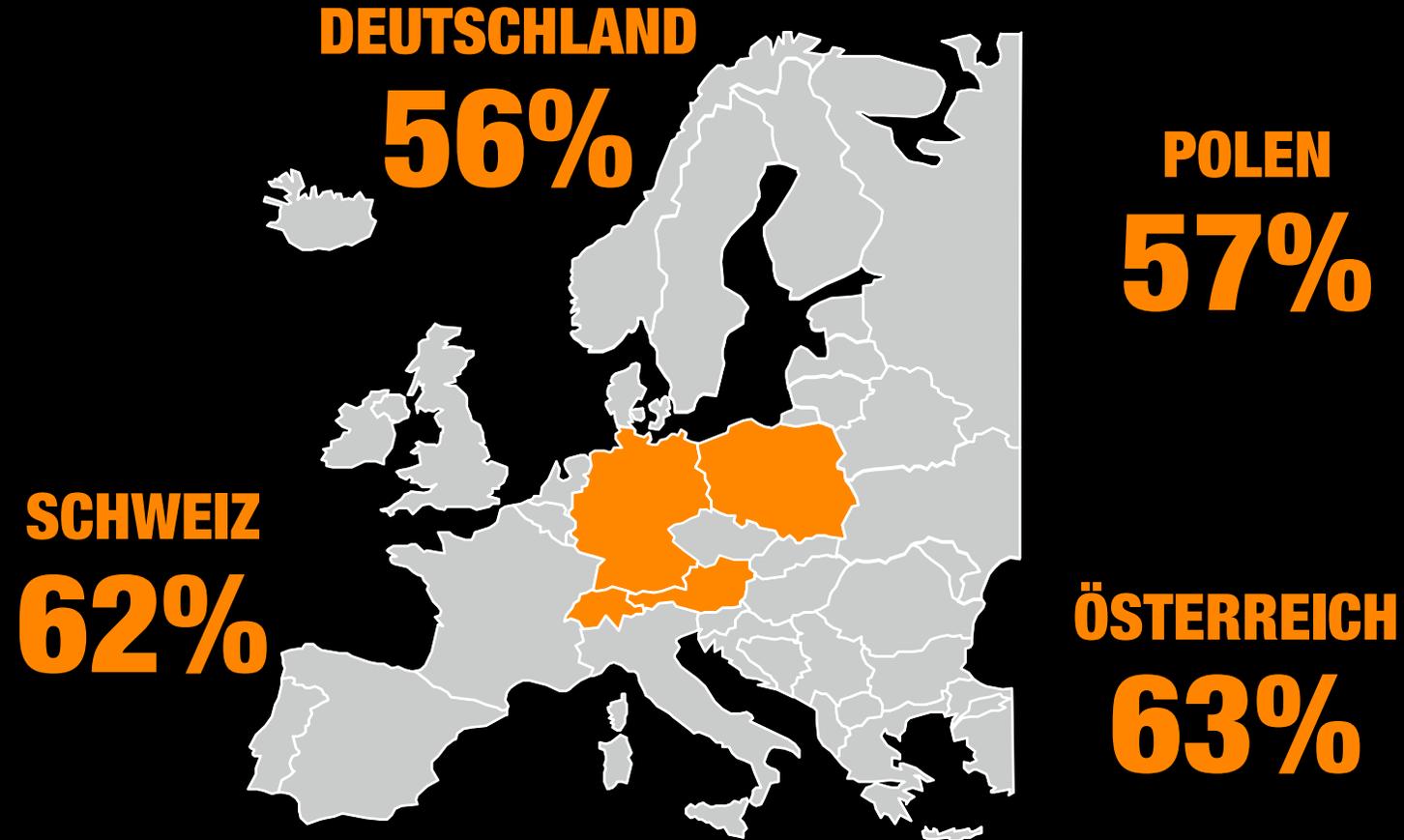


**NO USER**



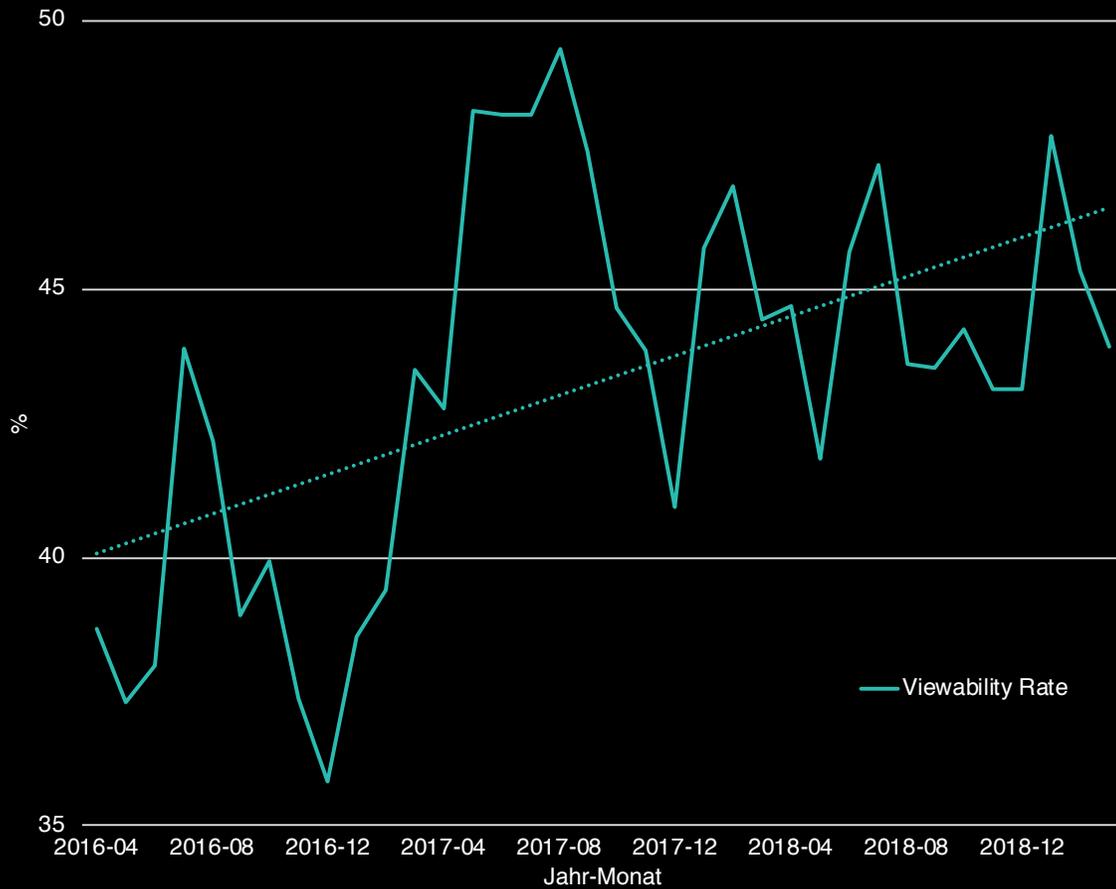
# DURCHSCHNITTLICHE VIEWABILITY RATE

Ad Bundle Formate der letzten 30 Tage



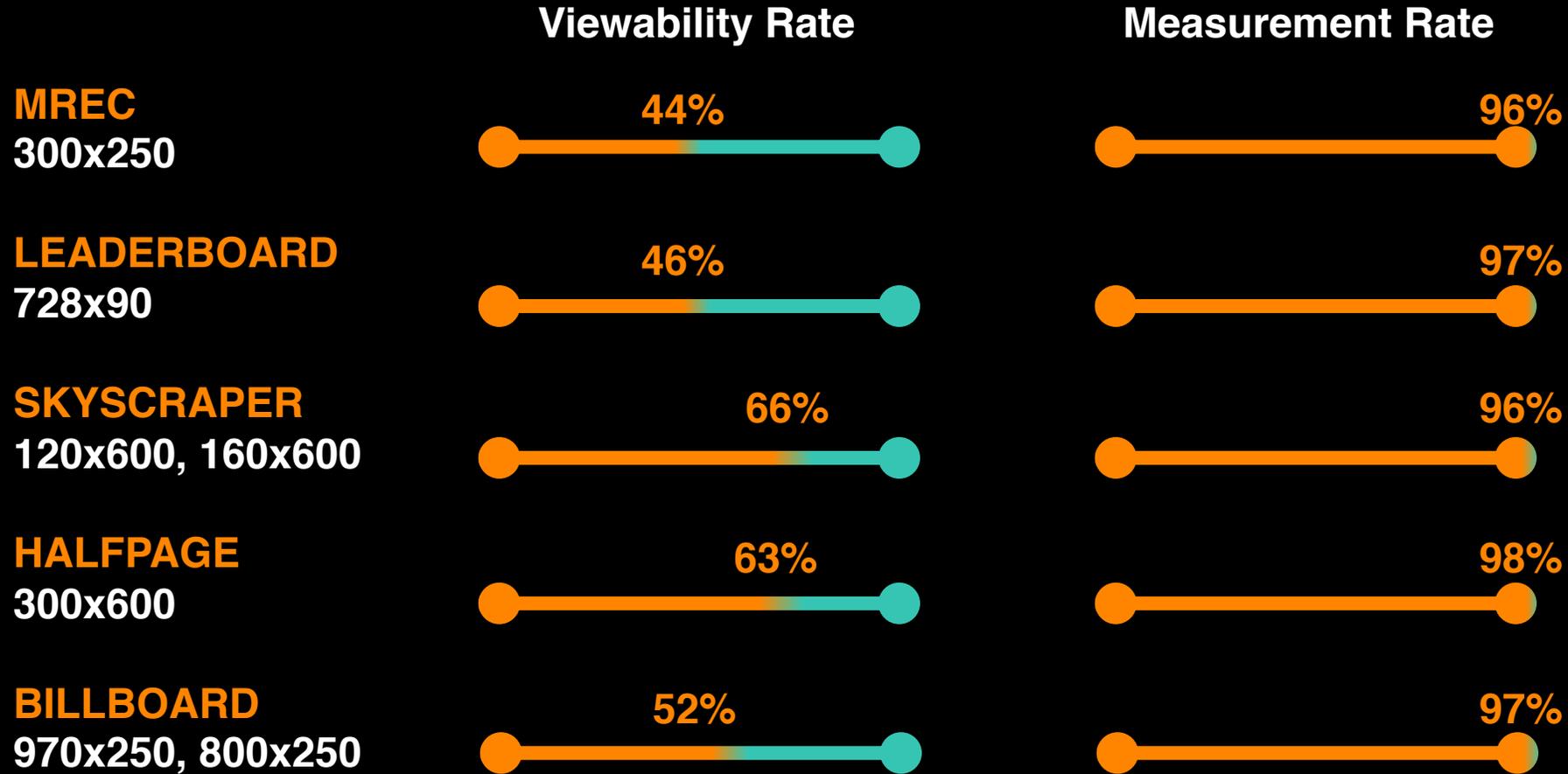
# DURCHSCHNITTTLICHE VIEWABILITY RATE

MREC 300x250 in Deutschland



# DURCHSCHNITTLLICHE VIEWABILITY RATE

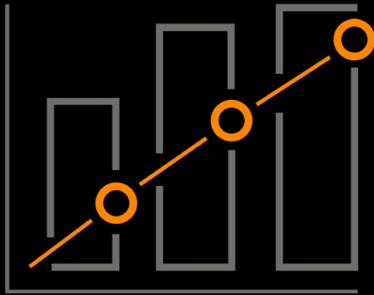
der letzten 30 Tage in Deutschland



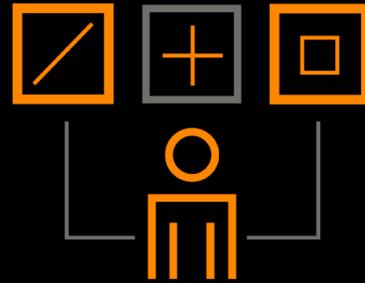


Nur  
**56%**  
Popcorn?!

# BISHERIGE OPTIMIERUNG AUF VIEWABILITY



**Viewability Thresholds**

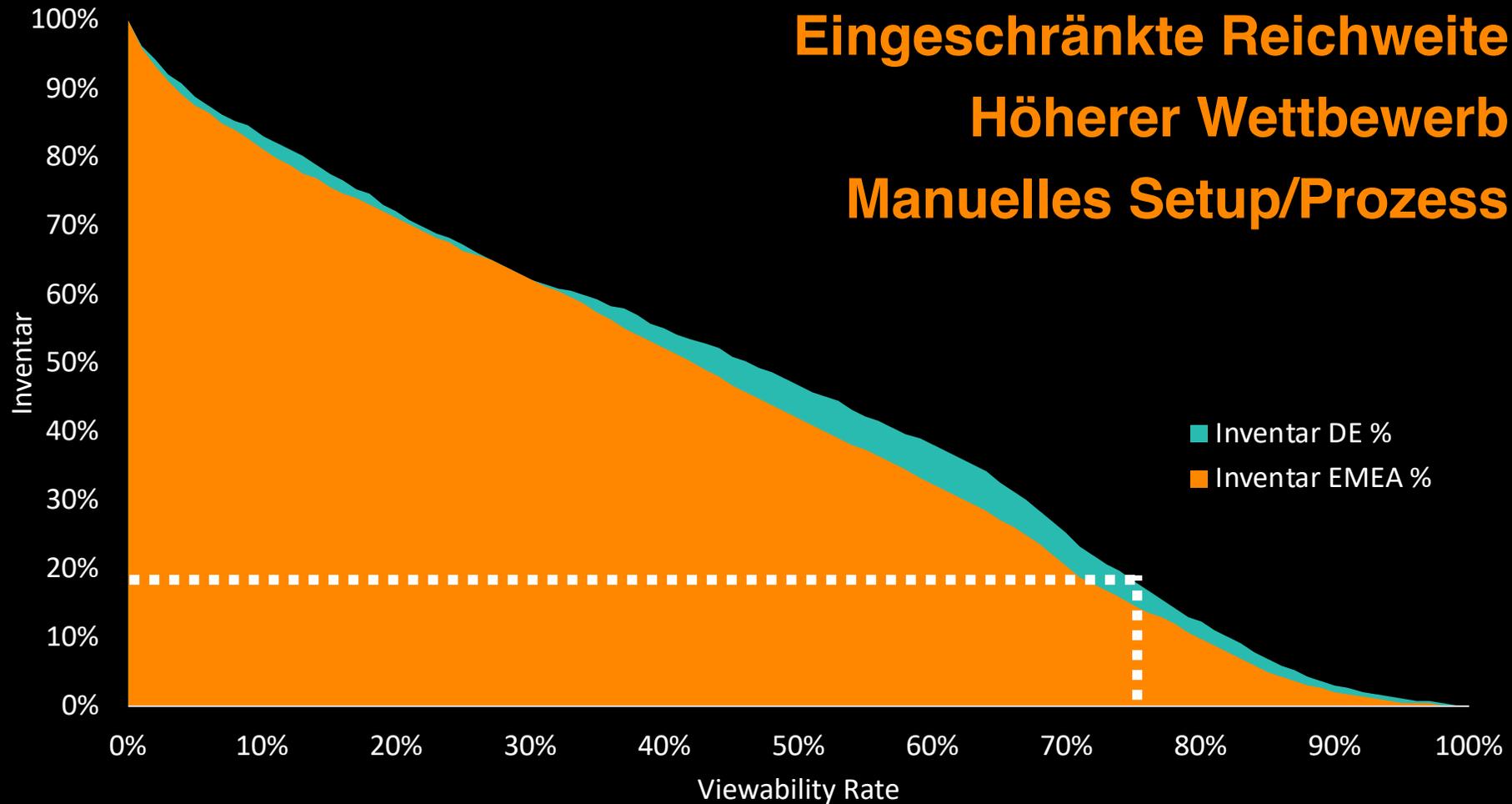


**Manuelle Viewability  
Optimierung  
(vCPM/whitelisting)**



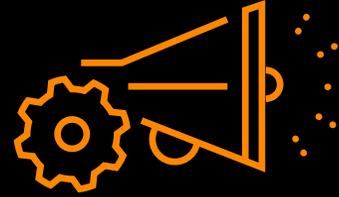
**Viewable-only Deals**

# EINSCHRÄNKUNG VON VIEWABILITY OPTIMIERUNG



Nur für 100% viewable  
impressions zahlen mit

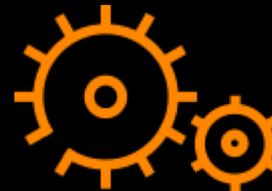
# APPNEXUS GUARANTEED VIEWS



**REICHWEITE ERHÖHEN**



**PERFORMANCE VERBESSERN**

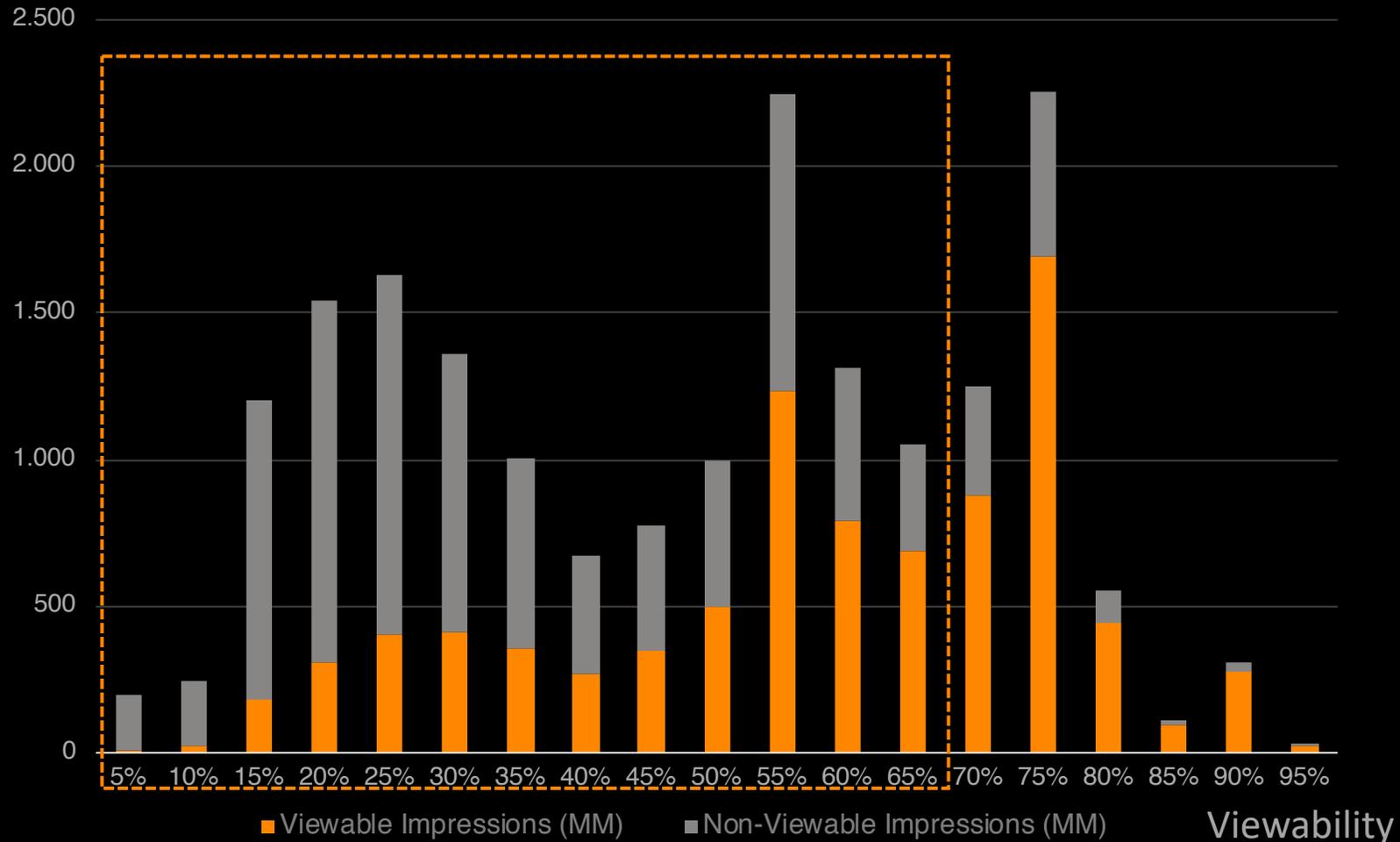


**EFFIZIENZ STEIGERN**



# REICHWEITE ERHÖHEN

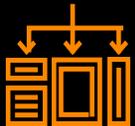
Impressions (MM)



Nur für 100% viewable impressions zahlen mit

# APPNEXUS GUARANTEED VIEWS

## Media-type



- Display
- Video

## Viewability Anbieter

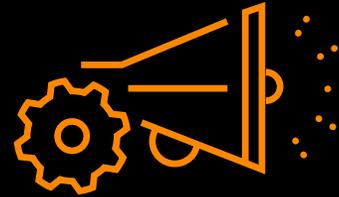


- AppNexus
- Moat
- andere bald verfügbar

## DSPs



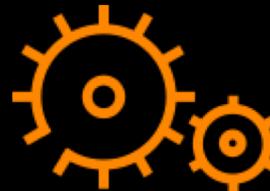
-  AppNexus
-  theTradeDesk



**REICHWEITE ERHÖHEN**



**PERFORMANCE VERBESSERN**



**EFFIZIENZ STEIGERN**

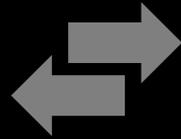
# WIE FUNKTIONIEREN GUARANTEED VIEWS?

Einkäufer zahlen nur für gesehene Ads & Publishers werden für Impressions bezahlt



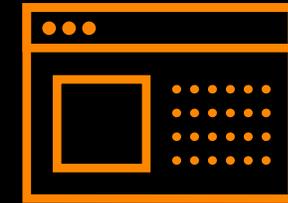
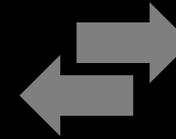
**Buyer**

setzt einen €3,00 vCPM  
für 1,000 viewed Ads



**AppNexus Marktplatz**

liefert 1.000 *viewed* Ads  
für € 3,00 aus  
(Risikoaufschlag 10%)



**Publisher**

verkauft Impressions  
auf einer CPM Basis



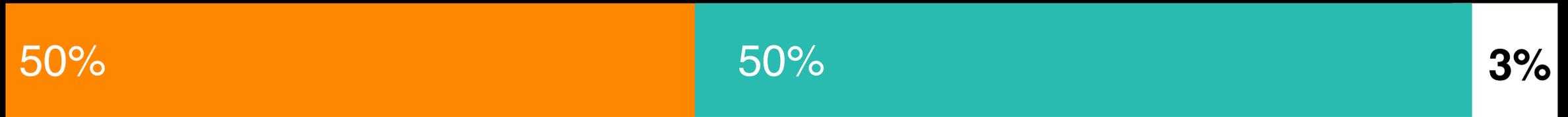
# VIEWABILITY UND VIDEO

## DISPLAY

Sichtbar

Nicht sichtbar

Nicht messbar



## VIDEO

Sichtbar

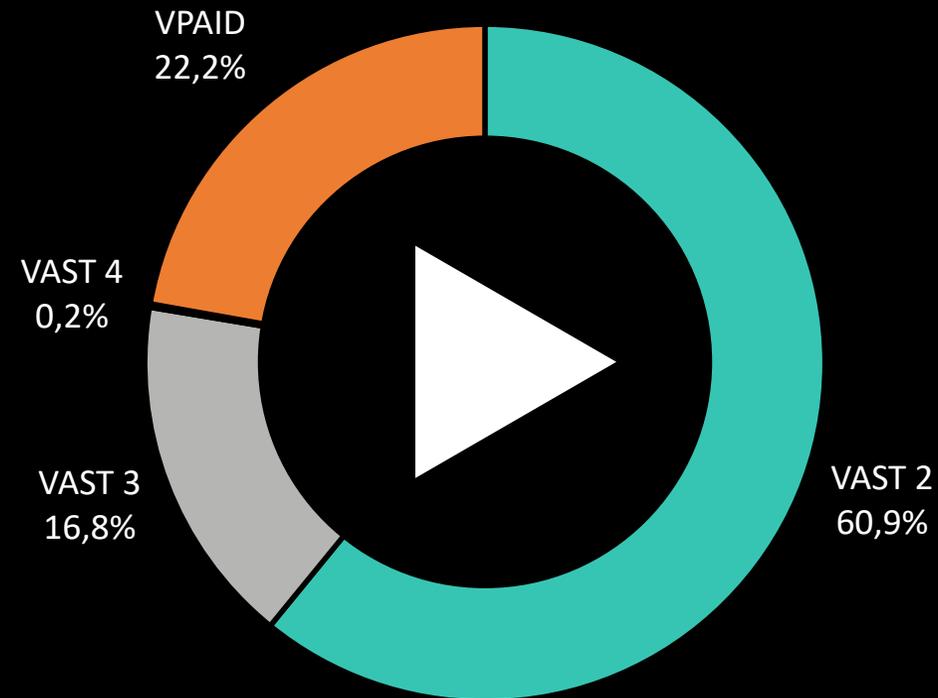
Nicht sichtbar

Nicht messbar



# STANDARDS AUF VIDEOINVENTAR

der letzten 90 Tage in Deutschland



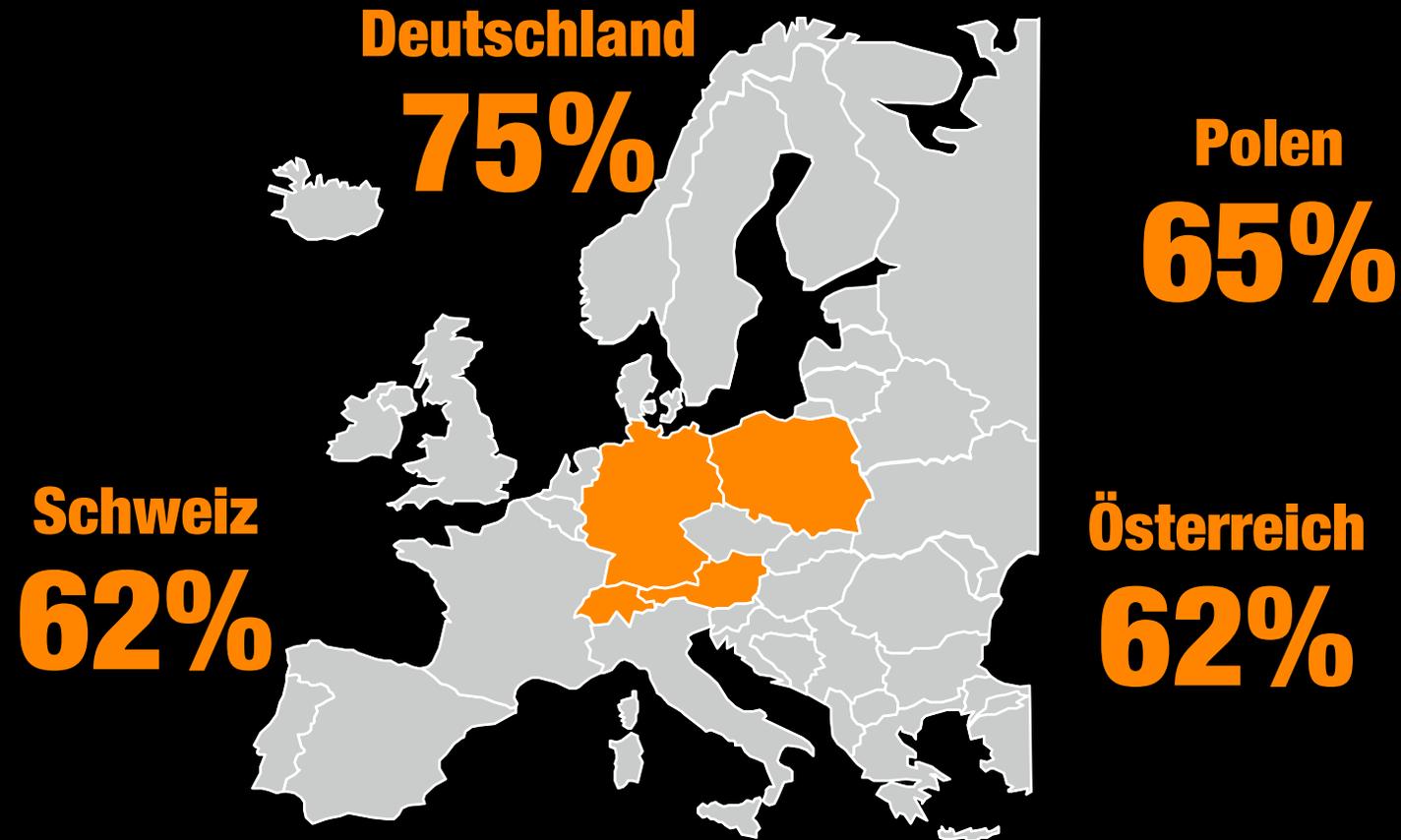
# Video Completion



**AppNexus**  
A Xandr Company

# DURCHSCHNITTLLICHE VIDEO COMPLETION RATES

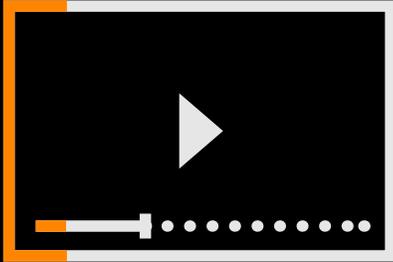
der letzten 30 Tage



# VIDEO COMPLETION STANDARDS

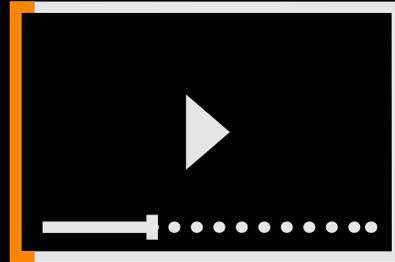
## Verschiedene Branchen Standards

Facebook



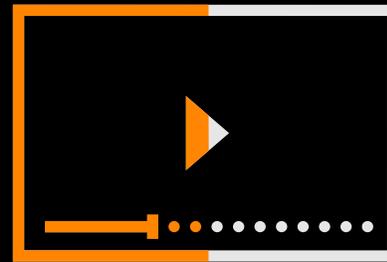
10 seconds

Twitter



3 seconds

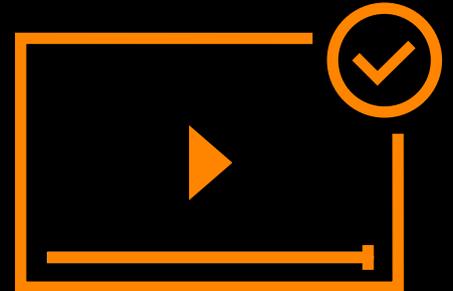
Outstream /  
YouTube



30 seconds

## AppNexus Standard

Stimmt mit Ad Server  
Definition überein



100% Complete

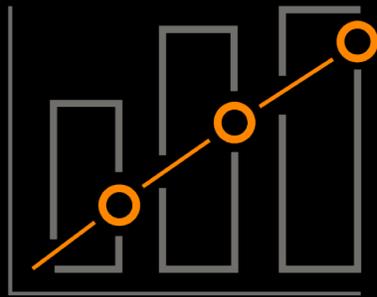
(Unabhängig von den Sekunden)



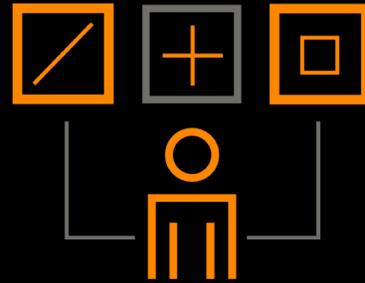


**Film**  
stoppt nach  
**2/3** der Zeit

# BISHERIGE OPTIMIERUNG AUF VIDEO COMPLETION



**Completion Thresholds**



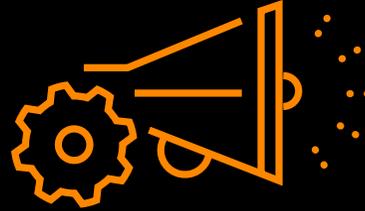
**Manuelle Completion  
Optimierung**



**Completed-only Deals**

Ausschließlich für 100%  
durchgesehene Videos zahlen mit

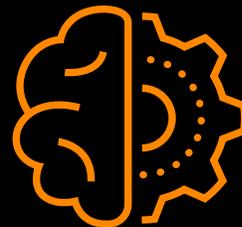
# APPNEXUS GUARANTEED COMPLETES



**BESSERE KONTROLLE ÜBER  
KAMPAGNEN**



**REDUZIERTES  
FINANZIELLES RISIKO &  
HÖHERES WORKING MEDIA**



**EFFIZENZSTEIGERUNG  
DURCH MACHINE LEARNING**



# VERBESSERTE CPCV PERFORMANCE



**22%** **CPCV  
Performance  
Uplift**

Schweizer Kunde verbessert für einen Travel Kunden mit **Guaranteed Completes die CPCV Performance um 19% & reduziert die manuellen Setup Schritte** signifikant.



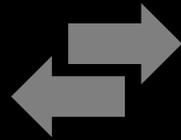
# WIE FUNKTIONIEREN GUARANTEED COMPLETES?

Einkäufer zahlen nur für completed Videos & Publishers werden für Impressions bezahlt



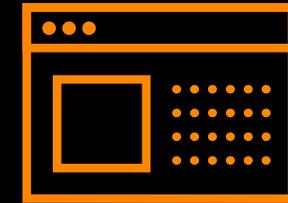
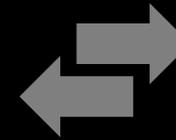
**Buyer**

setzt einen CPCV von €0,04  
für ein komplett  
durchgesehenes Video



**Appnexus Marktplatz**

liefert ein komplett  
durchgesehene Videos  
für je € 0,04 aus  
(10% Risikoaufschlag)



**Publisher**

verkauft Impressions  
auf einer CPM Basis



**Thank you!**

