



d3con

THE FUTURE OF  
DIGITAL ADVERTISING

# Lessons From 2021: Continuing to Drive Campaign Performance in 2022

24 November, 2021

SPEAKER

# Jakob Gomersall

Business Director, Advertising Sales



# Agenda

1

Macro Trends from 2021

2

EMEA & Germany Quality Insights

3

Delivering Outcomes Through Quality and Performance

4

The Role of Attention in Driving Performance

5

Key Take-Aways

## MACRO TRENDS

# Global Snapshot: The State of Quality in 2021

Global declines in key post-bid violation rates underscore the positive impact of verification



4% ↓

Decrease in  
brand suitability  
violation rate YoY



66%

Avg display  
viewability  
rate



30% ↓

Decrease in  
post-bid global  
fraud/SIVT  
violation rate



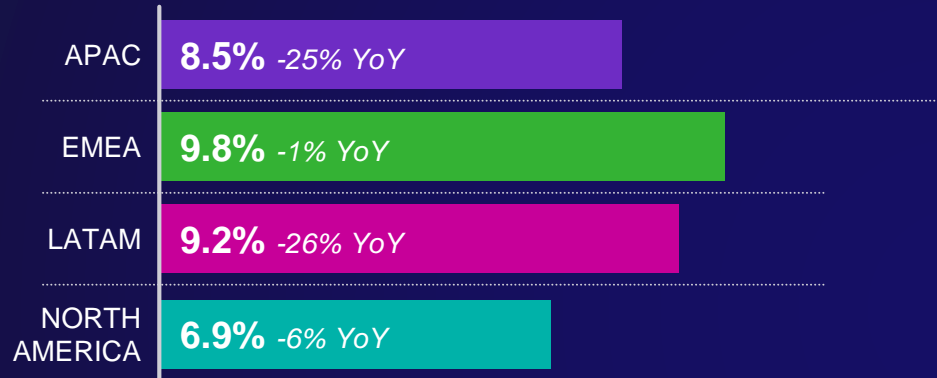
70%

Avg video  
viewability  
rate

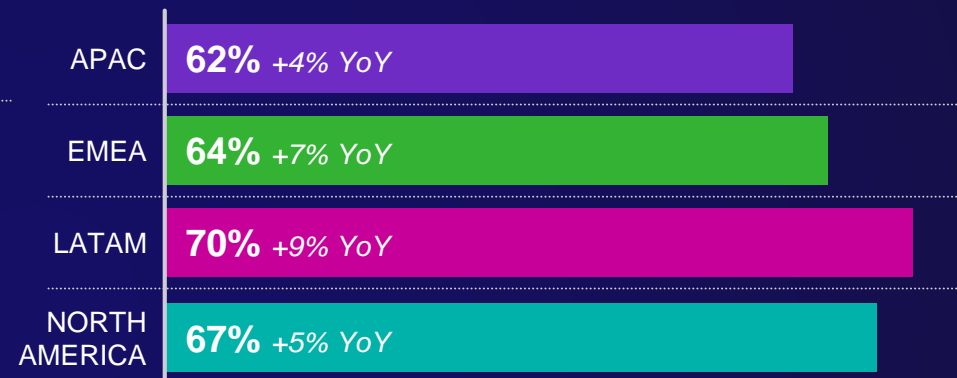
## MACRO TRENDS

# Emerging Markets Are Catching Up to Established Markets

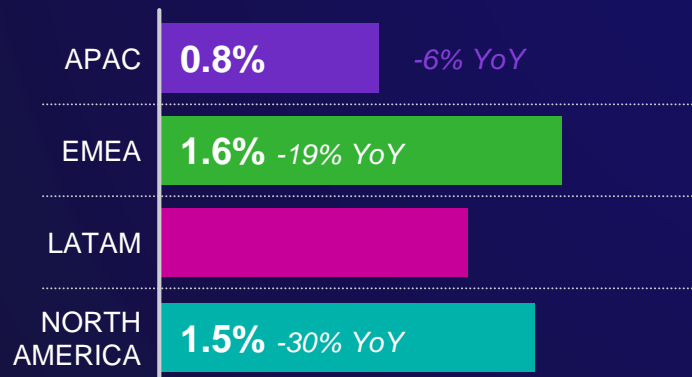
### BRAND SUITABILITY VIOLATION RATES



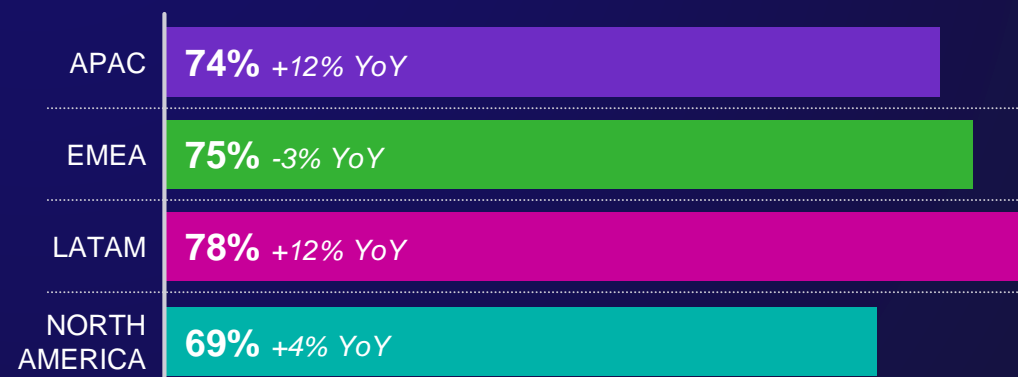
### DISPLAY VIEWABLE RATES



### FRAUD/SIVT VIOLATION RATES

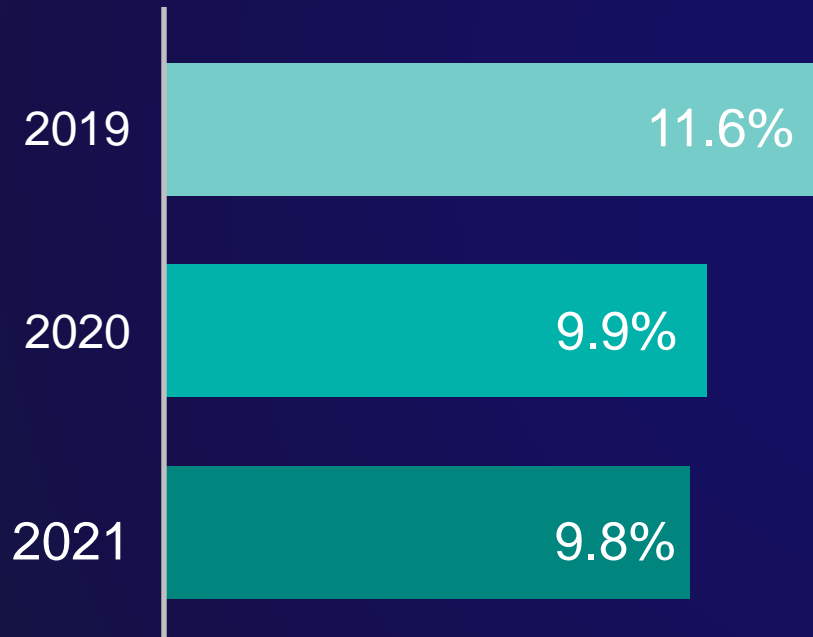


### VIDEO VIEWABLE RATES



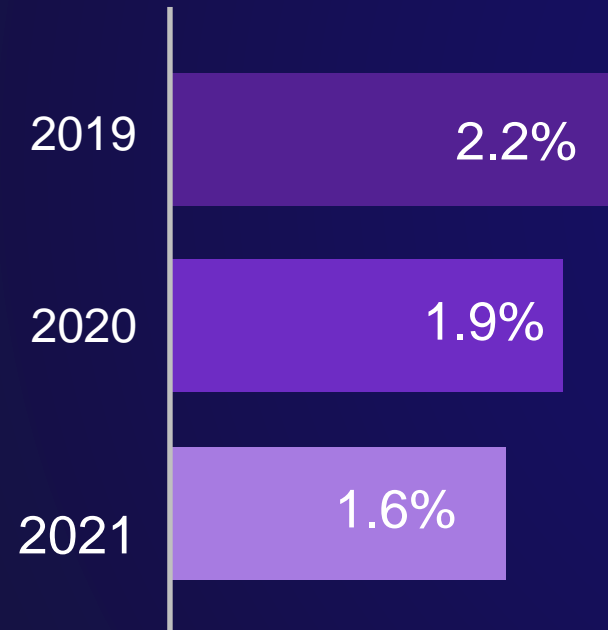
# Regional Brand Suitability Violation Rates Remain Stable but Germany Saw an Increase

EMEA Brand Suitability Violation Rate



# Fraud Rates Decline for Germany, but EMEA Still Has the Highest Fraud Rate of All Regions

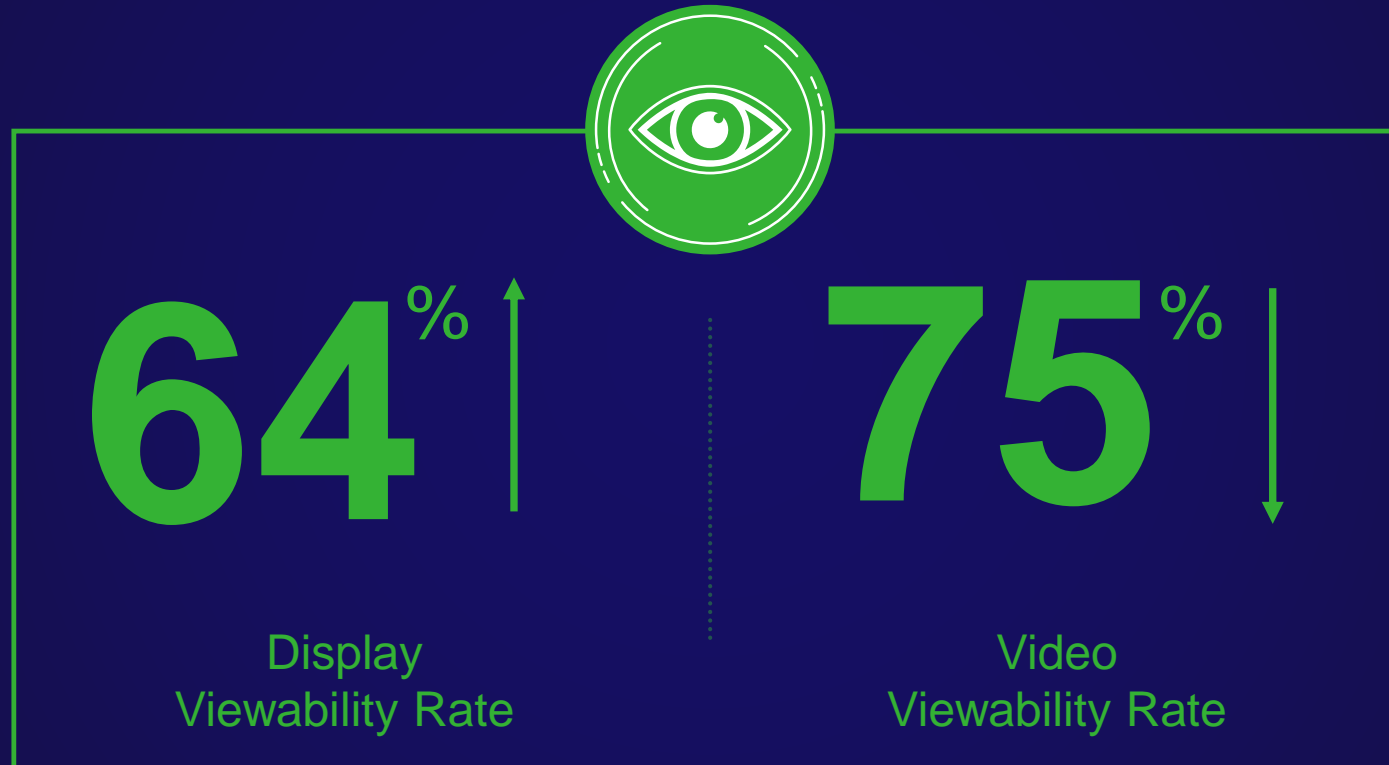
Fraud Violation Rate



**24%** **DECREASE**

In Overall Fraud/SIVT  
Violation Rate in Germany

# Viewability Remains Strong in EMEA







# Delivering Outcomes Through Quality and Performance

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**We All Want Our Ad Campaigns to Be Successful...**

**But What Drives Success?**

**QUALITY**

**+**

**PERFORMANCE**

**=**

**OUTCOMES**

# Components of Quality



## FRAUD

Is an ad served to a real human, and not a bot?



## VIEWABILITY

Did the ad have the opportunity to be seen?



## BRAND SUITABILITY

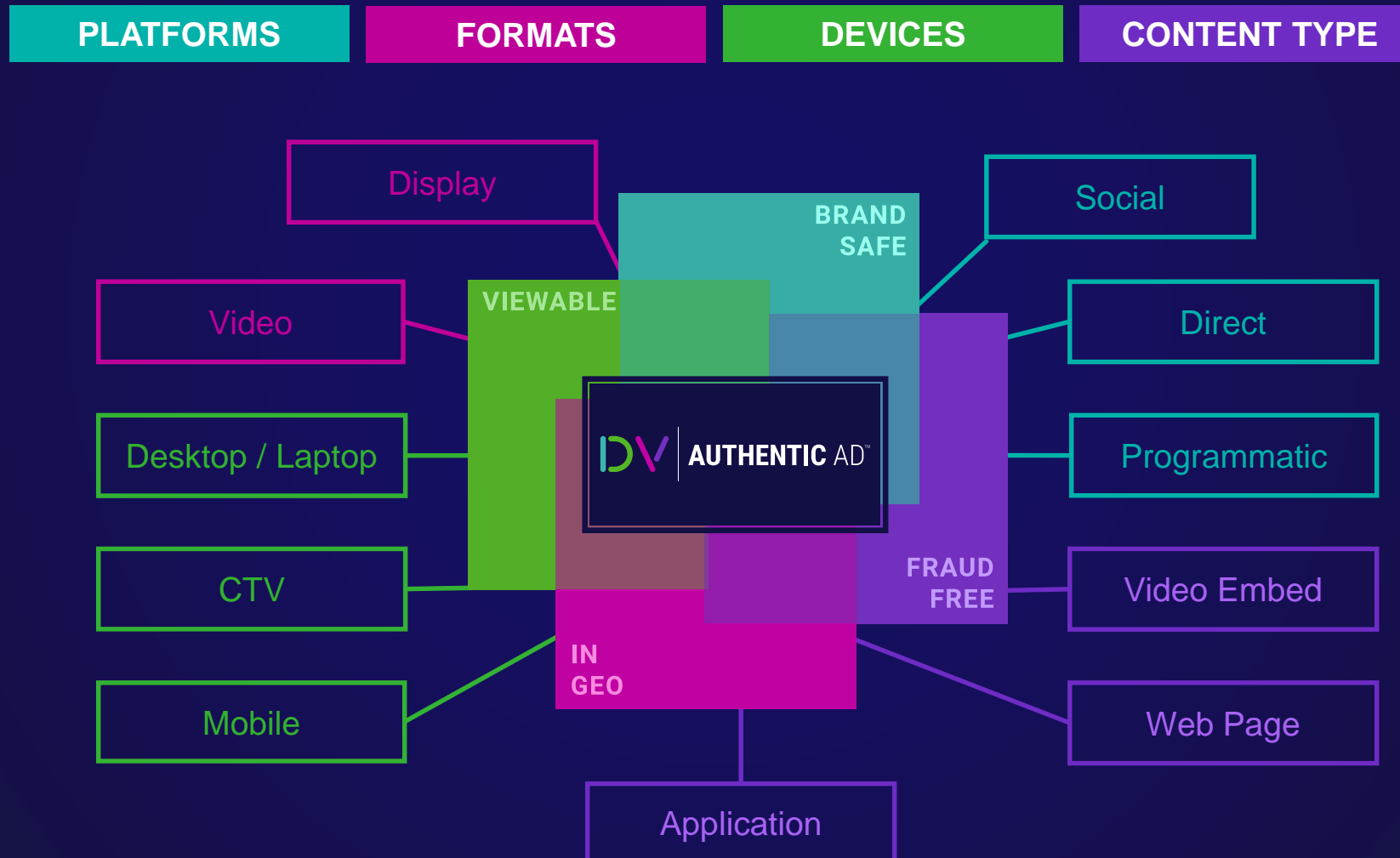
Was the content the ad was adjacent to aligned with the brand's values?



## IN GEO

Was the ad served in the intended geography?

# Delivered in a Unified Metric Across All Platforms, Formats, Devices and Content Types



# Consumer Privacy Is Changing the Way Advertisers Target Audiences & Measure Success



Target Audience

83%

The portion of the internet users worldwide who said they are concerned about their privacy

Symantic, The Harris Poll

# Consumer Privacy Is Changing the Way Advertisers Target Audiences & Measure Success

GDPR

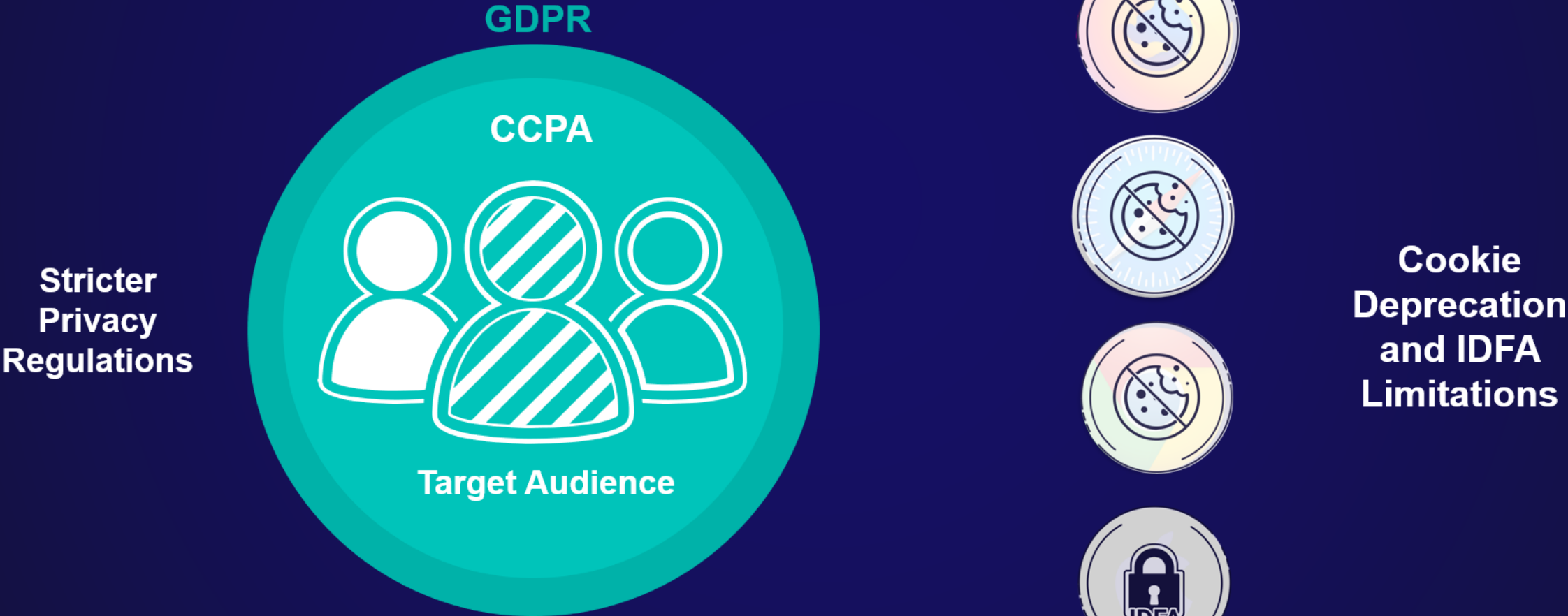
CCPA



Target Audience

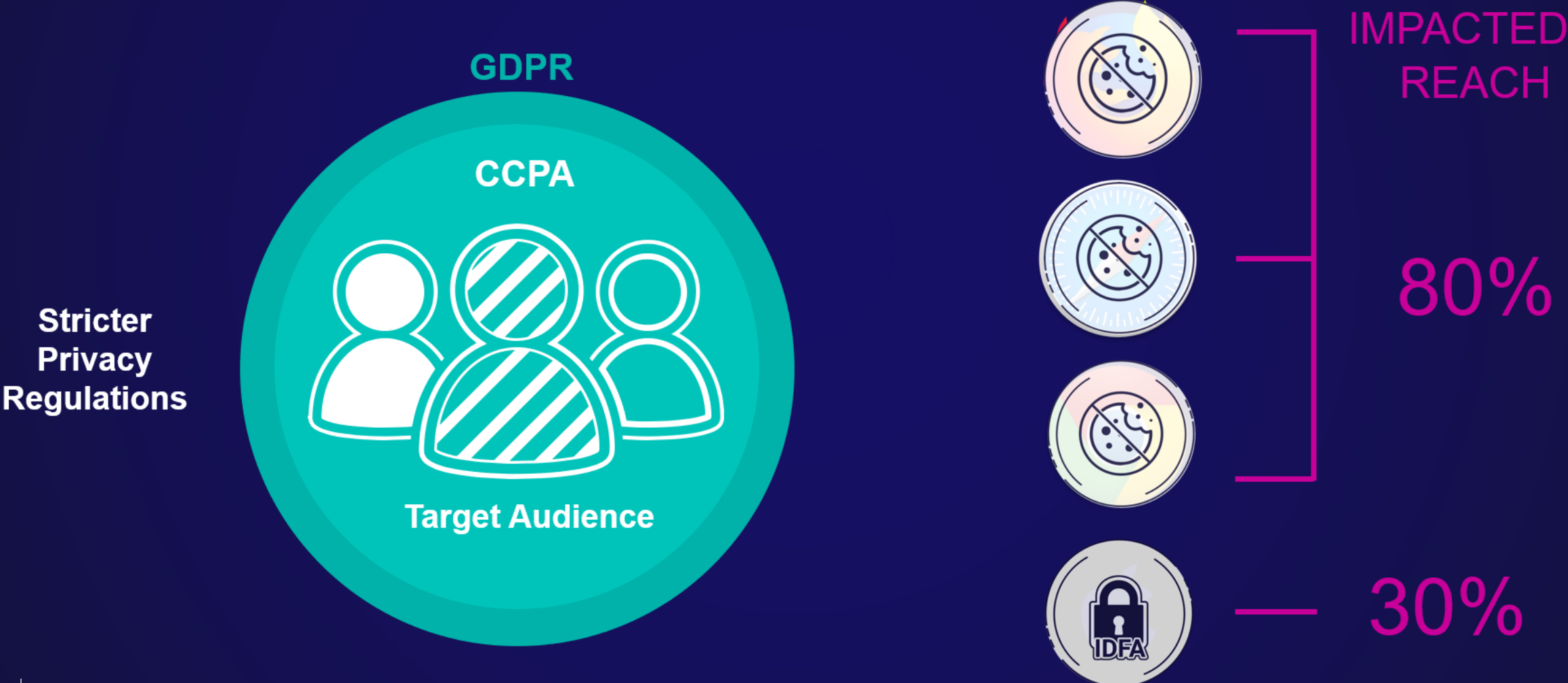
Stricter  
Privacy  
Regulations

# Consumer Privacy Is Changing the Way Advertisers Target Audiences & Measure Success





# Consumer Privacy Is Changing the Way Advertisers Target Audiences & Measure Success



# Existing Solutions Have Major Gaps

Some tools risk becoming obsolete while others are limited in actionability



Losing efficacy due to privacy regulations and tracking limitations

- Audience Targeting
- Dynamic Creative Optimization
- Multi-Touch Attribution



Limited in actionability due to lack of granularity and speed

- Media Mix Modeling
- Panel Studies
- Brand Lift Studies

# The Role Of Attention In Driving Performance

# The Rising Importance of Privacy-friendly Attention Metrics

**Attention metrics** go beyond traditional KPIs into key dimensions of:

User Presence

User Engagement

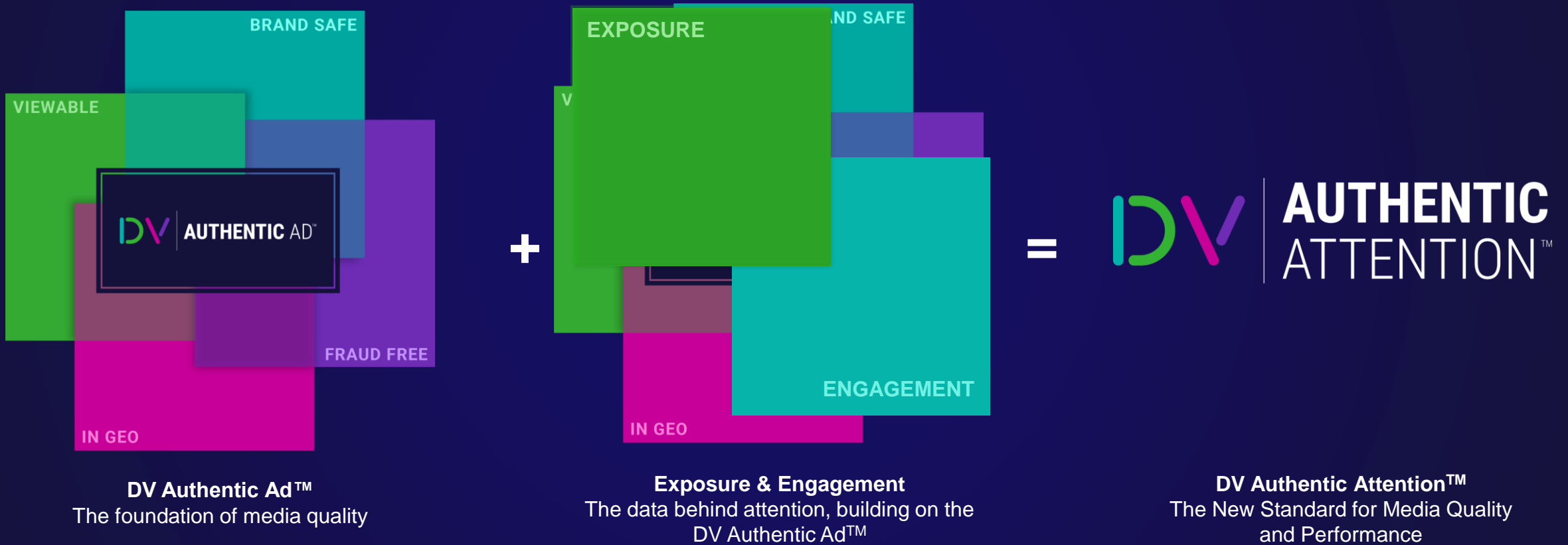
Ad Presentation

98%

of marketers believe that deeper **attention metrics** would help improve campaign performance and advertising outcomes.

Privacy-friendly

# The Attention Economy: Real-time Measures of User Presence and Responsiveness



# Correlated Performance Measurement



Based on **50+ data points** calculated in real-time – display and video

## Exposure

Measurement of Ad Presentation



Viewable Time



Video Presentation



Ad Share of Screen

## Engagement

Measurement of User Interaction



User Presence



Ad Interaction

EXTENDING INTO CTV IN 2021

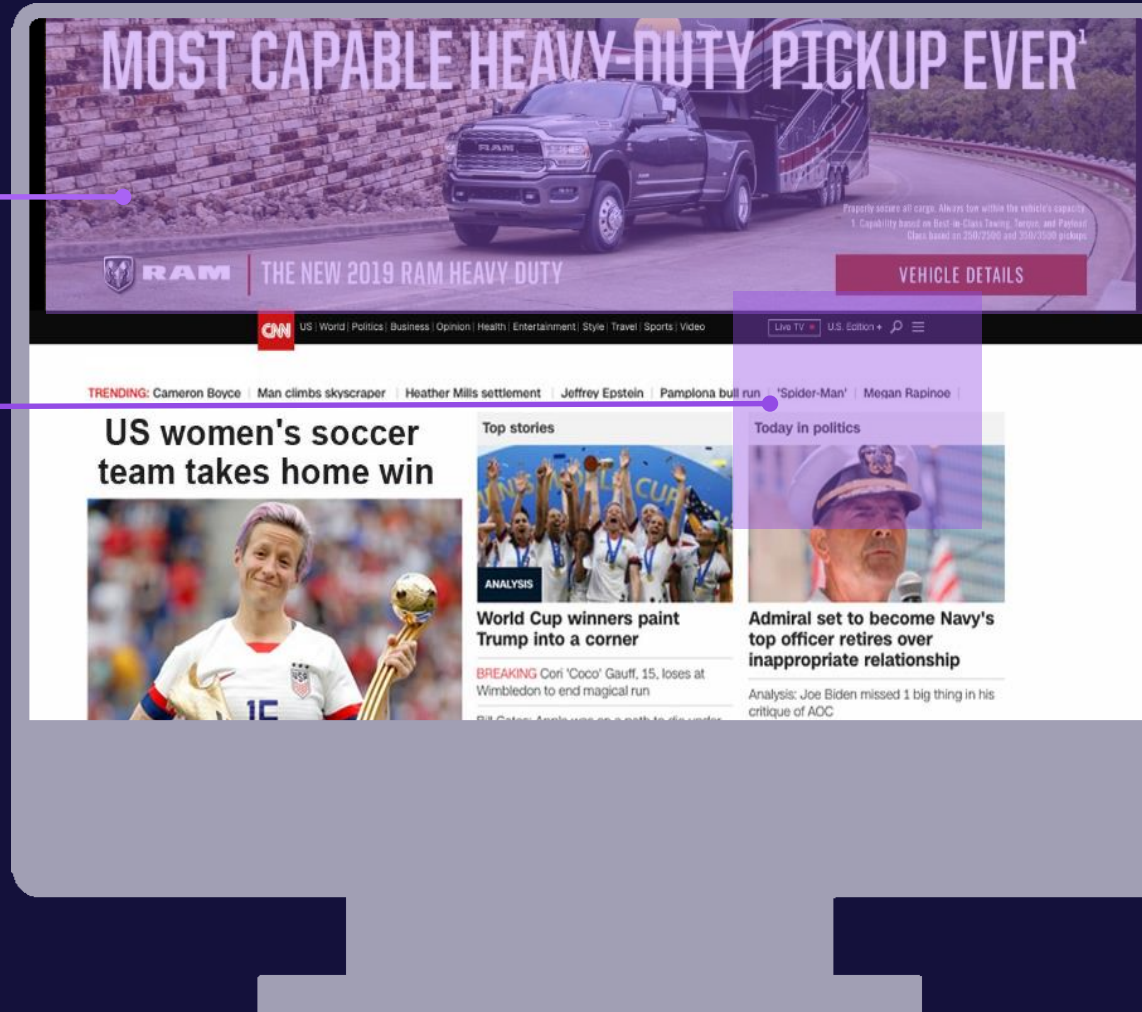
# EXPOSURE

## Measure Display Intensity

Avg. Viewable Time on: 36s



Avg. Viewable Time on: 23s



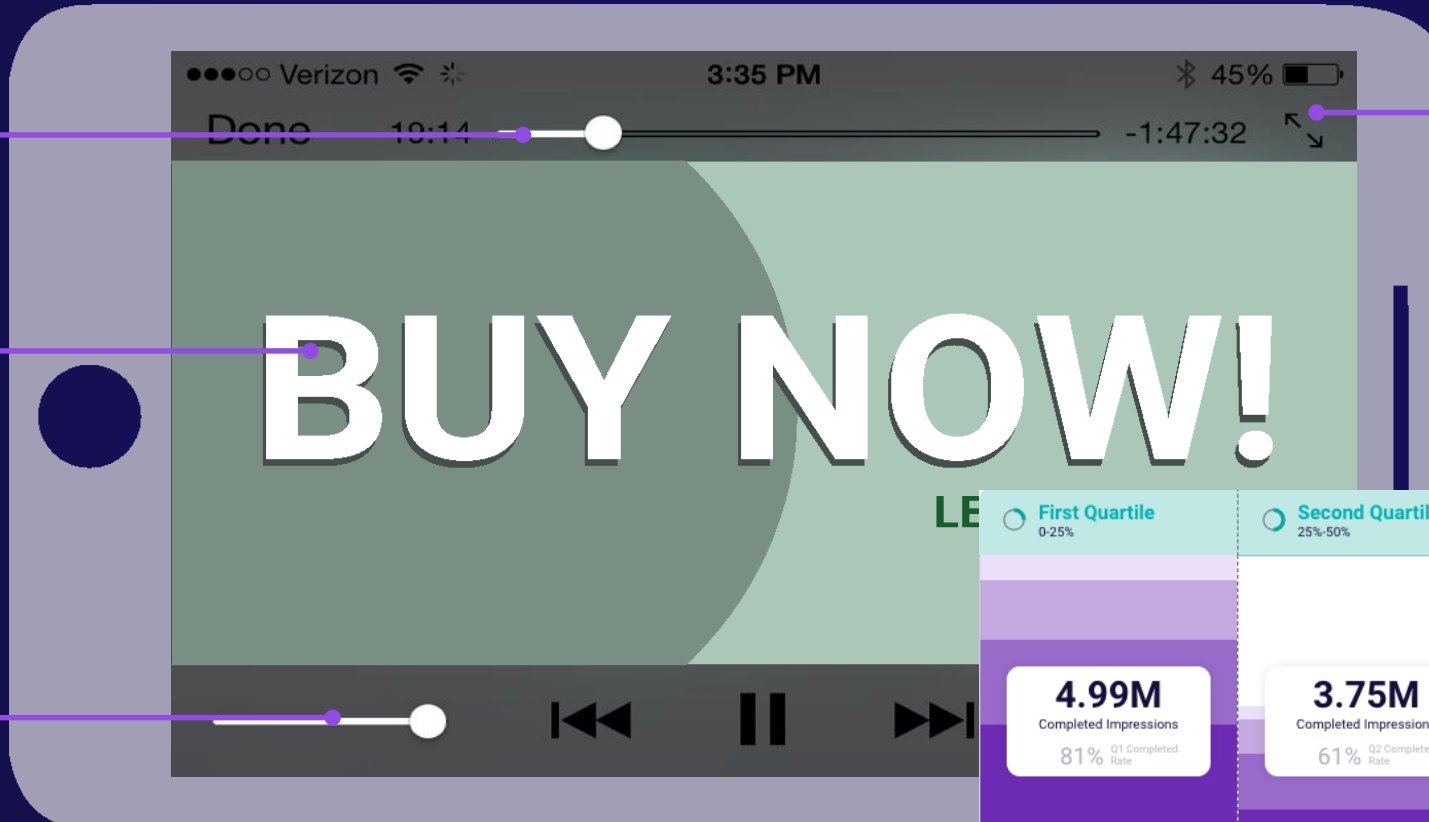
# EXPOSURE

## Video Intensity

**Time**  
Playback Completion,  
Time In-view

**Sight**  
Viewability

**Sound**  
Audibility



Fully On-screen

First Quartile 0-25%	Second Quartile 25%-50%	Third Quartile 50%-75%	Complete 75%-100%
<b>4.99M</b> Completed Impressions 81% Q1 Completed Rate	<b>3.75M</b> Completed Impressions 61% Q2 Completed Rate	<b>3.00M</b> Completed Impressions 48% Q3 Completed Rate	<b>2.66M</b> Completed Impressions 88% Q4 Completed Rate
Viewability 97% Audibility 53%	Viewability 73% Audibility 46%	Viewability 50% Audibility 30%	Viewability 44% Audibility 23%



# EXPOSURE

## Share of Screen



Same medium rectangle display ad 300 X 250 pixels

# Engagement

Measurement of User Interaction



User  
Presence



Ad  
Interaction

# ENGAGEMENT

## User Presence and Interactions

First, confirm the user is present at the device when the ad is viewable, then capture any ad interactions

AD, DEVICE, BROWSER, SIGNALS INCLUDE:



### Touch

Click, Scroll, Hover, Swipe



### Screen

Landscape/portrait, Full Screen



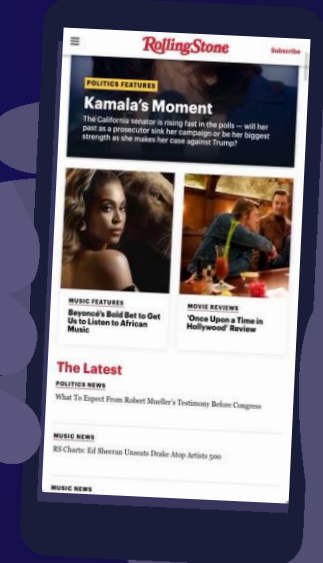
### Playback

Pause, Resume, Skip



### Audio

Volume Up/Down, Mute



# A Rich Source of Actionable Insights

## SITES AND APPS

- Target high performing sites apps
- Establish private deals with top performing publishers

## CREATIVES

- Identify top performing creatives
- Place calls-to-action in the optimal quartile
- Execute privacy-friendly A/B testing

## DEVICE DELIVERY

- Target performing device type(s) and browser(s)
- Evaluate performance on cookie-less browsers and devices

# DV Authentic Attention™ in Action

## Target Converting Consumers

For a European telecommunications provider, High-Engagement impressions were **250%** more likely to convert to sales.

## Make Smarter Buying Decisions

A US CPG brand validated that despite a 21% price premium, their PMP outperformed open exchange impressions by **143%**.

## Improve Direct Response Outcomes

For a global tech brand, High-Engagement impressions were **32%** more likely to convert to sign ups or sales.

## Increase Brand Awareness

For a global CPG brand, High-Exposure impressions drove **9pp** lift in brand favorability and **8pp** lift in brand consideration.

# DV Authentic Attention™ Helped Vodafone Predict Business Outcomes and Uncover Optimization Opportunities

“

By leveraging DV Authentic Attention™, we've been able to measure and optimize engagement metrics in a timely manner — helping us drive conversions and meet business outcomes. Having access to this privacy-friendly data provides us with the confidence we need to make sound media investments.

- Christoph Freyenhagen, Team Lead - Data Driven Marketing, Vodafone



High Engagement Ads Had

**2.5x  
HIGHER**

Qualified Traffic & Sales Conversion Rates

# Key Take-Aways

- ✓ **Quality First.** Start by building a baseline of quality – across all channels and formats.
- ✓ **Get Compliant Now.** Know your tech stack and your data; make sure you're respecting consumer privacy by transitioning to privacy-friendly performance strategies.
- ✓ **Context is King.** Both your creative and targeting strategies should be contextually relevant and appeal to mindset of the consumer.
- ✓ **Attention Matters.** Look beyond traditional performance metrics like viewability and clicks to get a comprehensive picture of how your campaigns are capturing user attention, and how that can drive campaign performance.



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