

A man with a beard and a woman are looking at a smartphone together. The man is wearing a white t-shirt and a yellow jacket, and the woman is wearing a blue button-down shirt. They are both looking at the phone with interest. The background is blurred, showing what appears to be an indoor setting with some greenery.

# Verified Ad Viewability in real-time

**#MEDIASMART**

an affle company

# Ensure High Ad Viewability

Identify whether  
your ads have  
**really been seen**

by measuring if they are visible  
on users' screens

Definition by IAB & MRC

**≥50% of the ad  
displayed on screen,  
for at least**

- ❑ 1s in Display
- ❑ 2s in Video

**Don't miss out!**

A hand holding a black smartphone. The screen of the phone is white and displays the following text in a mix of red and blue colors: 'Identify which of your ads are being viewed in real-time to improve your campaign optimization'.

**Identify  
which of  
your ads  
are being  
viewed  
in real-time  
to improve  
your  
campaign  
optimization**

**Helps fight ad fraud**

Avoid fake inventory, traffic, placements and biased behavior

**Keeps down the costs**

Invest on what is really being viewed & acknowledged

**No code**

Stop dealing with tags, macros & discrepancies

**Highly compatible**

Use it on OM SDK compliant traffic or not



# Real-time viewability with mediasmart

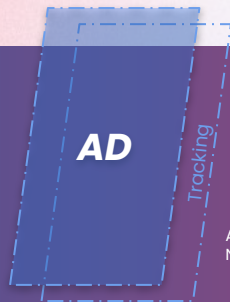
## How does it work?

- 1** Your **image or video ad** is uploaded and the measure viewability option is **enabled for all Display & Video Mobile traffic**



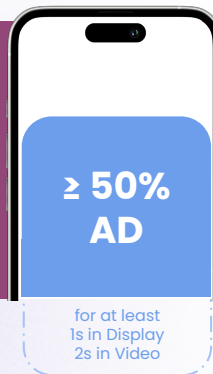
**Highly compatible**  
Use it on OM SDK  
compliant traffic or not

- 2** Our system will automatically add the **viewability tracking** to your ads



Automated  
Not visible

- 3** When your ad comes in view, a **mediasmart endpoint will be triggered** to provide you with valuable viewability metrics



**Custom viewability definition**  
to be available soon

- 4** **Optimization** can automatically happen using our **algorithms** or manually enforced using our **detailed reports**



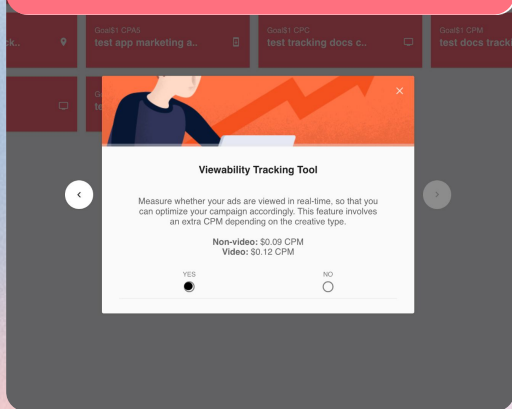
### 6 dedicated KPI

Ad Loaded (%)  
Ad viewed (%)  
Ad Error (%)

# How to setup and optimize

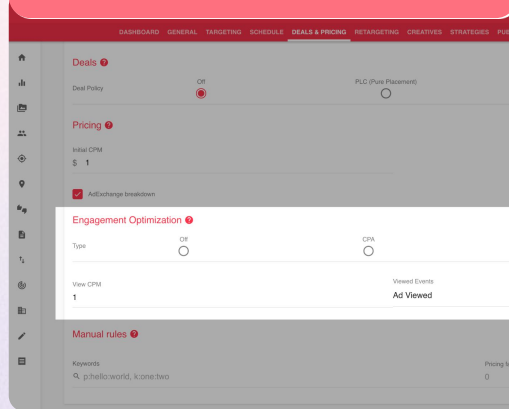
## Zero hassle

### New campaign



Click "Yes" in Viewability tracking

### Optimize



Automatically optimize towards Ads viewed

### Reports



Dashboards, Granular & custom reports

# Viewability with 3<sup>rd</sup> party solutions

## How does it work?

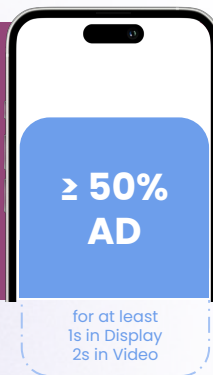
- 1 Your **image or video ad** is uploaded and the campaign **targets IAS or MOAT compatible traffic**
- 2 They will provide you with an **impression pixel** that you'll need to add to your creatives for the **viewability tracking** to work
- 3 When your ad comes into view, the **pixel will trigger and inform either IAS or MOAT**
- 4 **Optimization** - not in real-time - will be **manual** and depend on reports provided by either company. Detailed reports will be **post-campaign**.

**IAS** Integral  
Ad Science  
**MOAT**  
by ORACLE DATA CLOUD



**AD**

+ 1 or 2  
sets of pixels:  
# Web  
# In-Appl



# Power up

## Maximize User Awareness

Target only those users that are more likely to interact with your brand

## Frequency capping for Adviews

Control the number of times your ads reach the same users







# Maximize user awareness

Impact users that are  
**more likely** to see and  
interact with your ad

mediasmart will find the  
**sweet spot where interaction  
is more likely to happen** and  
only target those users



# Maximize user awareness

## Fight ad fraud & keep down the costs

- # Targeting users that just started browsing or using an app
- # Targeting users that are more likely to engage, maximizing budgets

## Boost user engagement

- # Smart user segmentation
- # Improve the ad viewing experience
- # Strengthen customer experience

## Fully Compatible & Effortless

- # Extremely easy to set up, just a click
- # Fully compatible with all Targeting and Creatives
- # Works for Mobile and CTV

at no extra cost



# Frequency capping for Adviews

Limit the number of times your ads are shown on a user's screen,  
**per day,**  
**per hour or**  
**per campaign**

**24h with no impressions for**  
**clickers also available**

# Frequency capping for Adviews

## # Reduce Ad fatigue

Prevent your audience from becoming tired of seeing your ad, resulting in a more positive user experience

## # Optimize ad spend

Ensure you're not wasting ad spend on users who have already seen your ad multiple times

## # Improve campaign performance

By reducing ad fatigue and optimizing your ad spend, you can improve your campaign's performance, leading to better results and a higher ROI.

## # At no extra cost





**Contact us to**

**optimize budgets  
by reducing  
wasted impressions**

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[sales@mediasmart.io](mailto:sales@mediasmart.io)



**#MEDIASMART**  
an affle company