

# Associate - Viewability

Compliance Certificate

October 2015



Setting the standard

## DigitalMAI Visibility by: DMA Institute



### Key information

#### Certificate type

Compliance

#### Associate Category

Viewability

#### Period

October 2015

#### Product Owner Statement

DMA Institute (DMAi) is a leading independent technology provider; brands worldwide use DMAi's market intelligence tools and objective insights to drive higher returns. More specifically, the unique technology allows marketers to follow the digital footprint of consumers from seeing the Ad to their final conversion point in the customer journey. Digital transparency and data integrity are key pillars of DMAi. Furthermore, partnerships with digital stakeholders enables DMAi to provide timely and actionable data analytics to drive accountability of digital investments.

#### ABC Audit Opinion

In our opinion DigitalMAI™ Visibility is capable of counting viewable impressions in accordance with the JICWEBS Viewability Product Principles (Version 2, issued July 2015). For this purpose "capable" means that, once configured correctly, the product consistently measures and reports as expected under a variety of scenarios as detailed on Page 2 of this certificate.

#### Contact details

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#### More Information

[www.abc.org.uk/viewability](http://www.abc.org.uk/viewability)  
[www.jicwebs.org](http://www.jicwebs.org)

**Product Disclosures**

No.	JICWEBS Principle	Disclosure
2.2	The product vendor must disclose any scenarios where modelling is used to estimate viewability instead of the product measuring it directly.	None used.
2.3	The product vendor must disclose any user-initiated actions, such as clicks, used as a proxy for viewability and explain the steps taken to ensure that counting such actions does not inflate counts, for example through double counting.	None used.
3	Product vendors must disclose whether they measure the ad itself or the ad container.	The ad container.
4	Product vendors must disclose at what point the measurement of viewability occurs in relation to asset render, i.e. whether pre, during or post delivery of the content creative.	Measurement is determined either before, during or after the ad creative loading, depending on implementation.

Our programme did not specifically confirm these statements other than ensuring results obtained were (or were not) as expected in each scenario.

**ABC Test Results**

Did the product perform as expected in the following behaviour scenarios?

		Scenarios						
		1.	2.	3.	4.	5.	6.	7.
<b>Standard Ad Format</b>		Ad is served within multiple (up to 3) cross-domain IFRAMEs	Browser is moved off screen	Page is scrolled	Browser is resized	Opening another browser hides existing browser	Opening another tab hides existing tab	Opening another application causes browser to lose focus
	Browsers							
	Firefox (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes	Not tested	Yes
	IE11 (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Safari (OS X)	Yes	Not tested	Yes	Yes	Not tested	Not tested	Not tested	

		Scenarios						
		1.	2.	3.	4.	5.	6.	7.
<b>Large Ad Format</b>		Ad is served within multiple (up to 3) cross-domain IFRAMEs	Browser is moved off screen	Page is scrolled	Browser is resized	Opening another browser hides existing browser	Opening another tab hides existing tab	Opening another application causes browser to lose focus
	Browsers							
	Firefox (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes	Not tested	Yes
	IE11 (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Safari (OS X)	Yes	Not tested	Yes	Yes	Not tested	Not tested	Not tested	

**Notes**

"Not tested" shows where a particular test, in the stated browser, was not possible due to technical limitations in the testing and should not be considered a limitation of the product.

## ABC's Viewability Certification Programme

### Objective

The objective of ABC's testing is to verify whether a product is capable of counting viewable impressions in accordance with the JICWEBS Viewability Product Principles (Version 2, effective July 2015). For the purpose of this Certification Programme, "capable" is defined as: once configured, the product consistently measures and reports as expected under a variety of scenarios in the test environment.

### Scope

The certification process involves ABC conducting various behaviour scenario tests in a controlled environment across commonly used combinations of browser and operating system (OS).

The test environment has the following features:

- Testing covered desktop environments for display/banner advertising.
- Tests were run on Windows (7) and MAC OS X (10.10 Yosemite) at various screen resolutions.
- The following browsers were used: Firefox, Chrome, Safari and Internet Explorer 11.
- A viewable impression was defined as, for a standard ad format; at least 50% of the creative visible for at least one continuous second, and for large ad formats; at least 30% of the creative visible for at least one continuous second.
- Testing for the first behaviour scenario covered up to three cross domain iFRAMEs.
- The scenarios are consistent for all products.

### Outside of Scope

Our testing does not guarantee that the product will function in all browser or device combinations in live environments.

It should be noted that:

- Testing covered desktop environments for display/banner advertising.
- Testing was at a point in time, on a limited scale in our controlled environment and therefore does not reflect real life conditions such as multiple campaigns running on multiple sites.
- The test programme did not seek to verify the scalability of the product.
- The test programme did not attempt to quantify the implementation time necessary for live use.