



New report from the Audit Bureau of Circulations: How to test Viewability

ABC, which certifies the circulation of UK media, launched a [report](#) that tests the products that study the viewability (or "visibility") of digital ads, providing information on the capabilities of these tools and their methodologies.

For experts, certification is necessary for transparency and trust. Viewability is a metric that indicates the likelihood of an ad being seen by users, an important indicator when measuring the impact of advertising campaigns on the internet.

"The IAB of the United States defined it several years ago as one of the most relevant strategic issues to be developed for the industry," explained Alejandro Fosk, Senior Vice President of ComScore for Latin America.

Fosk added that the industry has had technological advances that have generated some lack of confidence in the environment. For example, the eruption of programmatic (delivery of campaigns using automatic means), with which the advertiser loses control of what is happening with their pieces, or the technology of robots. Therefore, Fosk said that with viewability "companies can know 100% of their campaign what percentage was actually seen by real people or what percentage was not seen or was deployed to bots, for example, to give more information to the decision makers and enhance trust".

In this context, ABC (Audit Bureau of Circulations) UK released a viewability certification report that tests the products that measure it, to verify if these tools were able to count the visible impressions according to the standards agreed by the industry. The tools were also tested in different behavior scenarios and with combinations of browsers and operating systems.

One of the companies measured in this study is comScore, with its vCE product. Fosk commented that studies of this type are "absolutely important, because what you do not want is that after making a tremendous effort to generate transparent and reliable information, to distrust the information because the methodology is not entirely transparent."

On the other hand, Michael Pontilli, Programmatic Director of Cadreon Chile, highlighted to Valida that "they chose the most important suppliers that exist today, (and) that makes the study representative". He added that "there must be 100% clarity about what are the requirements to be able to qualify as a certified tool".

On the result, Pontilli commented that "although they all complied, I would have liked to understand in greater detail the conclusion of 'correctly configuring' each tool, it does not explain what could be the common mistakes when configuring them."

On the other hand, Fosk said that the configuration of the tool allows it to work properly, and that this is essential for the results to be in line with what was expected: "You have to understand how it works on desktop, on mobile phones, how it works on videos, or if it does not work in videos, etc."

Viewability in video

This viewability report for the first time included viewability tests for desktop video. "Video viewability is an increasingly important issue, with recent research by the IAB UK showing that video ad spend grew by 46% in the first half of 2017." Said Simon Redlich, Chief Executive at ABC. "By extending our viewability programme to include testing video in addition to desktop banner against JICWEBS' industry agreed guidelines, ABC is increasing transparency in this growing area of digital ad trading.

According to ABC's viewability report, an IAB study showed that online videos outperformed banners as the largest ad display format in 2017. Along the same line Zenith projected for 2020 that video advertising would grow at an annual rate of 17%, as indicated in the December 2017 Advertising Expenditure Forecasts.

On the importance of viewability for videos, Pontilli considers that there are other more relevant metrics: "for the video format, the viewability metric should not be the most important." It is much more relevant to know how much was the cost per view (CPV) to 30 seconds (...), and also look at the volume of view to 30 seconds, because it does not work to have the CPV very low if at the end with this low CPV a high volume of views / scope is not achieved".

However, for Fosk the inclusion of videos in this report has two implications; the first is that "today the video has been fully validated as an advertising format on the internet, therefore the same logic can be applied to viewability. The second is that it also gives us hope that tomorrow other media that make videos, like television, can follow the same path".

As ABC points out in the report, its viewability certification increases industry knowledge about the capabilities of these tools and how their methodologies may be different.

In this regard, Fosk said that with these measurement products some discrepancies occur in the visibility results of a campaign, so that a distortion is generated regarding the correct number. He added that this ABC study certifies suppliers "to be sure that we are comparing pears with pears and apples with apples."

The ABC study concluded that when configured correctly, all products are able to measure the visible impressions in the tested scenarios, according to industry principles.

About Valida

Valida is the body that certifies the levels of circulation and reading habits of the media written in the country. It is formed by the National Association of Advertisers (ANDA) and the main written media (newspapers and magazines).

Their mission is to:

- Provide necessary information to the marketing community to be able to select advertising vehicles according to objective, uniform and transparent parameters.*
- Incorporate new trends and keep up-to-date measurement systems according to the particularities of the national reality.*
- Improve the amount of information and the breakdown of it, so that the system responds to the needs of all participants in this industry.*

(Translation of article from Valida website via Google Translate)

<http://www.valida-chile.cl/valida/nuevo-reporte-del-audit-bureau-of-circulations-viewability-a-prueba/2018-06-26/202030.html>