

Peer39: viewability

ensure efficiency

adlook

Partner – Peer39 Contextual Data Marketplace



An ad can only be truly effective if it is seen by the human eye.

If you aren't sure your ads are seen, you can't be sure if they're driving success. With a viewability solution, you know that they're being seen, taking some uncertainty out of performance metrics.

Adlook is the leading independent ad viewability and insights platform, with 12 years of viewability experience and MRC accreditation. Their state-of-the-art proprietary technology ensures clients -- including advertisers, agencies and other buy-side technologies -- that their ads are viewable so they have impact.

- **Viewability thresholds** so you can avoid placements where ads aren't viewed or focus on getting placements where they are seen.
- **Time spent threshold** gives your creative a chance to be seen and to have the most impact.
- **Invalid Traffic (IVT)** will affect performance. Ensure that your ads are seen by people, not bots.

Whether you want to exclude low visibility placements or target high visibility ones, using Adlook gives you confidence that your ads will be viewed by humans and allows you to have a true understanding of what your viewability is in relation to your campaign goals.

Rate:
\$0.05
CPM

For more information on how to get started contact your account manager at Peer39AM@Peer39.com or reach out to Sales@Peer39.com

A viewed impression is vital to a campaign's success. Get your creative in front of real, live people with exclusion or viewability 50% and higher or time-based viewability from Adloox.

Create a category using the viewability metrics and KPIs that matter to you.

Adloox offers both exclusion away from poor placements and inclusion to reach placements where people view ads longer or either 50% or 70% and more.

Exclusion Categories include:

Invalid Traffic (IVT) - Fake Domain

Time Spent Below 12 Seconds

Viewability - All Formats Below 40%

Targeting Categories include:

Time Spent Above 12 Seconds

Viewability 160x600 Higher than 50%

Viewability 160x600 Higher than 70%

Viewability 300x250 Higher than 50%

Viewability 300x250 Higher than 70%

Viewability 300x600 Higher than 50%

Viewability 300x600 Higher than 70%

Viewability 320x50 Higher than 50%

Viewability 320x50 Higher than 70%

Viewability 728x90 Higher than 50%

Viewability 728x90 Higher than 70%

Choose your strategy for viewability and ad units within the Peer39 Marketplace Planner and easily ensure that your viewability goals are met.