



validate

Ad Analytics

The promise of online channels to generate perfect information for advertisers about reach, frequency, engagement, intent, and brand lift has gone largely unfulfilled. There is a lot of data available, but none of it answers the questions advertisers are asking. Rather than focus on meaningless click-through rates (CTR), savvy marketers are investing in new reporting metrics available through online Ad Analytics.

Ad Analytics: Validate

The most basic questions online advertisers must answer are “Were all my ads served?” and “Did I reach my target audience?” These questions aren’t as simple to answer as they might appear, given the advent of third-party ad networks, demand side platforms (DSPs), and real-time bidding (RTB). Because most of this ad inventory is purchased “blind,” advertisers are also concerned about brand safety or content adjacency, i.e., “What site is my ad appearing on? What content is my ad next to?”

The Validate module of Ad Analytics is designed to identify and help eliminate potential wasted ad spend while verifying that campaigns have reached their target audience. Unlike other verification services, Validate includes reach & frequency, engagement mapping, and 3rd party demographic data overlays.

The Adometry Validate Difference	
Sampling rate	100%, no sampling
Report Delivery	Real-time browser based interactive interface, not weekly spreadsheets
Efficacy Metrics	Not simple “verification” or “brand safety,” Validate includes unduplicated reach & frequency, demographic targeting effectiveness metrics, more

Compliance

Even when purchasing “blind” inventory, online advertisers have the right to expect that their ads will be placed on quality sites, next to appropriate content and according to the terms of their insertion order: above the fold, in the right geography, to the right audience. Adometry’s solutions verify:

- Inappropriate content
- Above/below the fold
- Impressions never viewed
- Pacing
- Geo-targeting (Country, State, DMA)
- Frequency
- Dayparting
- Campaign launch & pause
- Acceptable/unacceptable sites, customizable by campaign

