



# Enhancing Media Effectiveness with AI

Andreas Neu & Jakob Gomersall

# Your Speakers



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# DoubleVerify

The industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands.

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# >80% of the Internet is Video

By End of 2025 measured by internet traffic

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# >1B hours streamed daily on YouTube

YouTube is technically the second largest search engine worldwide

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# Video: The Strongest Medium for Brand Advertising



Seeing



Hearing



Moving



# Video Completion Rate Is Much Higher in CTV



Mobile Web

**59%**



Mobile App

**74%**



Desktop

**74%**



CTV

**96%**

**96% vs. 67%** VCR in CTV vs. all other devices



# Advertisers surpass IAB Viewability Standard

But not every video ad has the same chances  
to have advertising effects



**73%** of all video ads are  
viewable by IAB standard



**67%** of all video ads **are played  
to completion.**



**31%** of all video ads are audible.



**16%** of all video ads are **audible  
and viewable on completion.**



MRC-accredited, privacy-friendly measurement solution leveraging **50+** data points calculated in real-time – display and video across devices

## DV Authentic Attention® Index

### Exposure

*Correlates with upper-funnel KPIs*

Measurement of **Ad Presentation**



Viewable  
Time



Ad  
Presentation



Ad Share of  
Screen

### Engagement

*Correlates with lower-funnel KPIs*

Measurement of **User Interaction**



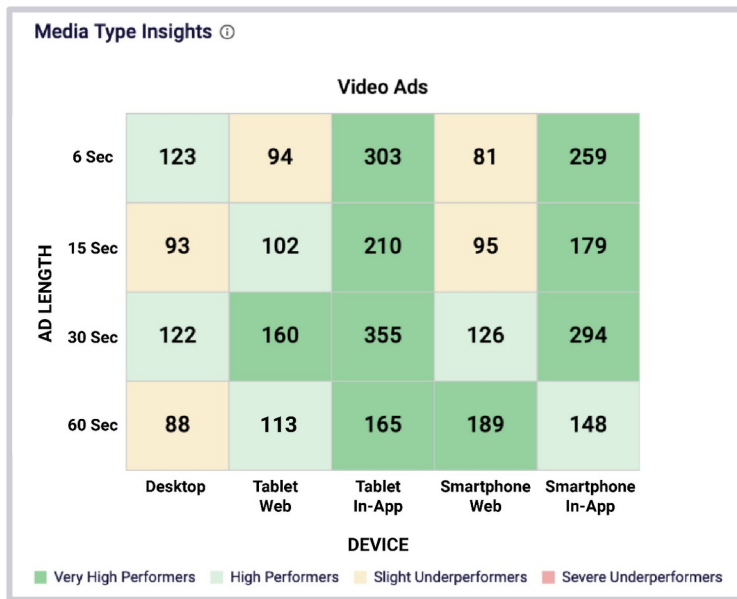
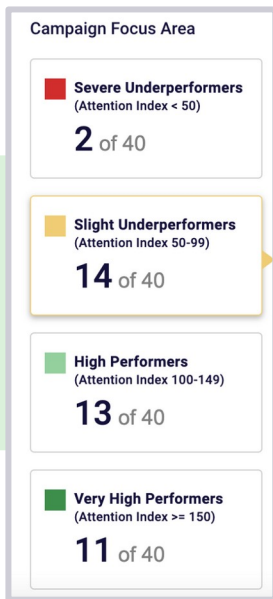
User Presence



Ad Interaction

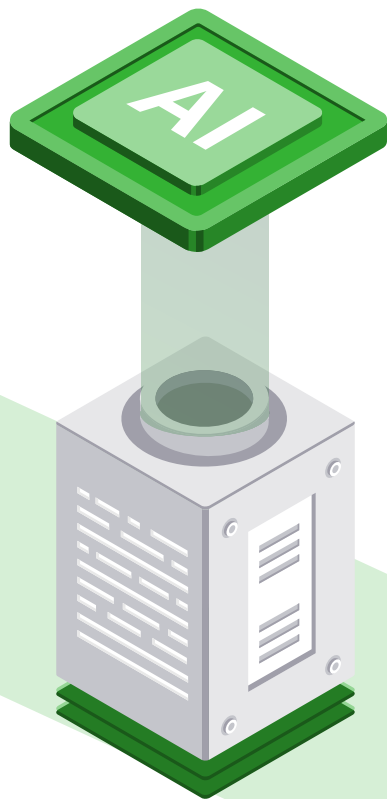
# Comprehensive Performance Insights At Various Levels

**Leverage  
Heatmaps**  
to Uncover  
Performance  
Across Key  
Dimensions





# Introducing DV | Scibids AI™

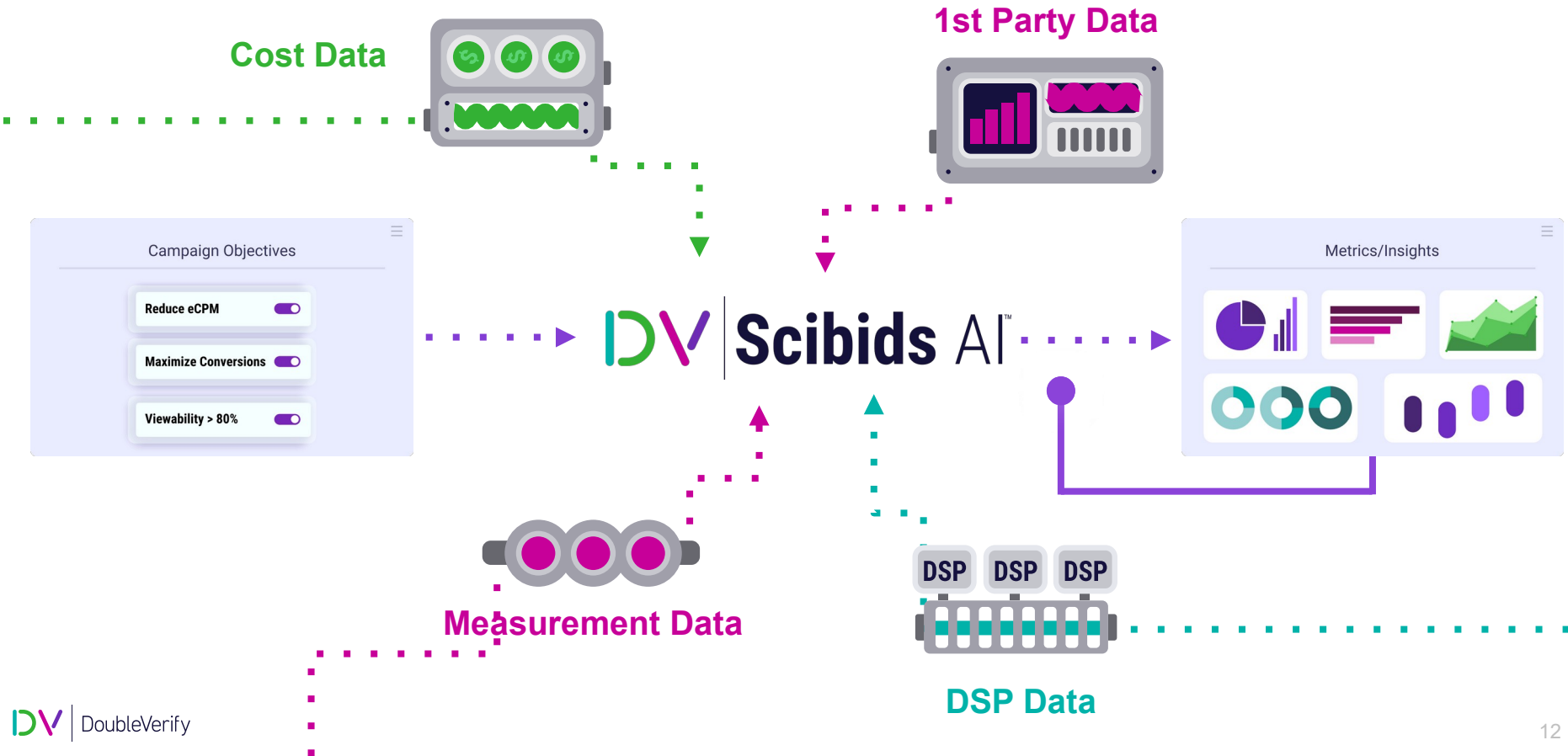


An independent technology, allowing advertisers to automate and customize optimizations strategies uniquely aligned to their business goals.

Compatible with the leading platforms:



# Driving Business Results with AI: How It Works



# Give Your Brand An Edge With Best-In-Class AI Activation

## Advanced Customization

Real outcomes with DV data assets and better campaign decisioning

## ROI Positive Technology

Impactful results across the funnel and a suite of workflow features

## Future-Proofed

A trusted and independent partner with privacy-friendly technology



# Scibids AI on YouTube



## Real-Time Bid Automation

Guarantee complete budget delivery while optimizing towards the lowest CPV/CPM/CPA.



## Auto Budget Allocation

Review daily budgets automatically & adjust based on performance.



## Advanced KPIs

Optimize towards outcomes including Cost Per Lifted Users or qCPM

# Generating over \$2.5M in Media Efficiencies for PokerStars in one year



## Objective

YouTube efficiencies

## Execution

Scibids AI Autoplug

## Results

**-66% CPMs**  
**2.5M\$** Media efficiencies

# In Short

## Trusted Data

Build a foundation of  
actionable data

## Superior Performance

Optimize every impression with  
a suite of best-in-class ad  
performance solutions

## Real Outcomes

Deliver tangible business  
outcomes by leveraging  
advanced AI