SPEAKER

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Business Director, Advertising Sales

DV | DoubleVerify

Agenda

1 Identifying and Targeting
High Quality Media

2 The Impact of Quality
on ROI

3 Combining Quality
& Performance to Drive Outcomes

4 Key Take-Aways

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We All Want Our Ad Campaigns to Be Successful...

But What Drives Success?

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QUALITY + **PERFORMANCE** = **OUTCOMES**

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Components of Quality

FRAUD

Is an ad served to a real human, and not a bot?

VIEWABILITY

Did the ad have the opportunity to be seen?

BRAND SUITABILITY

Was the content the ad was adjacent to aligned with the brand's values?
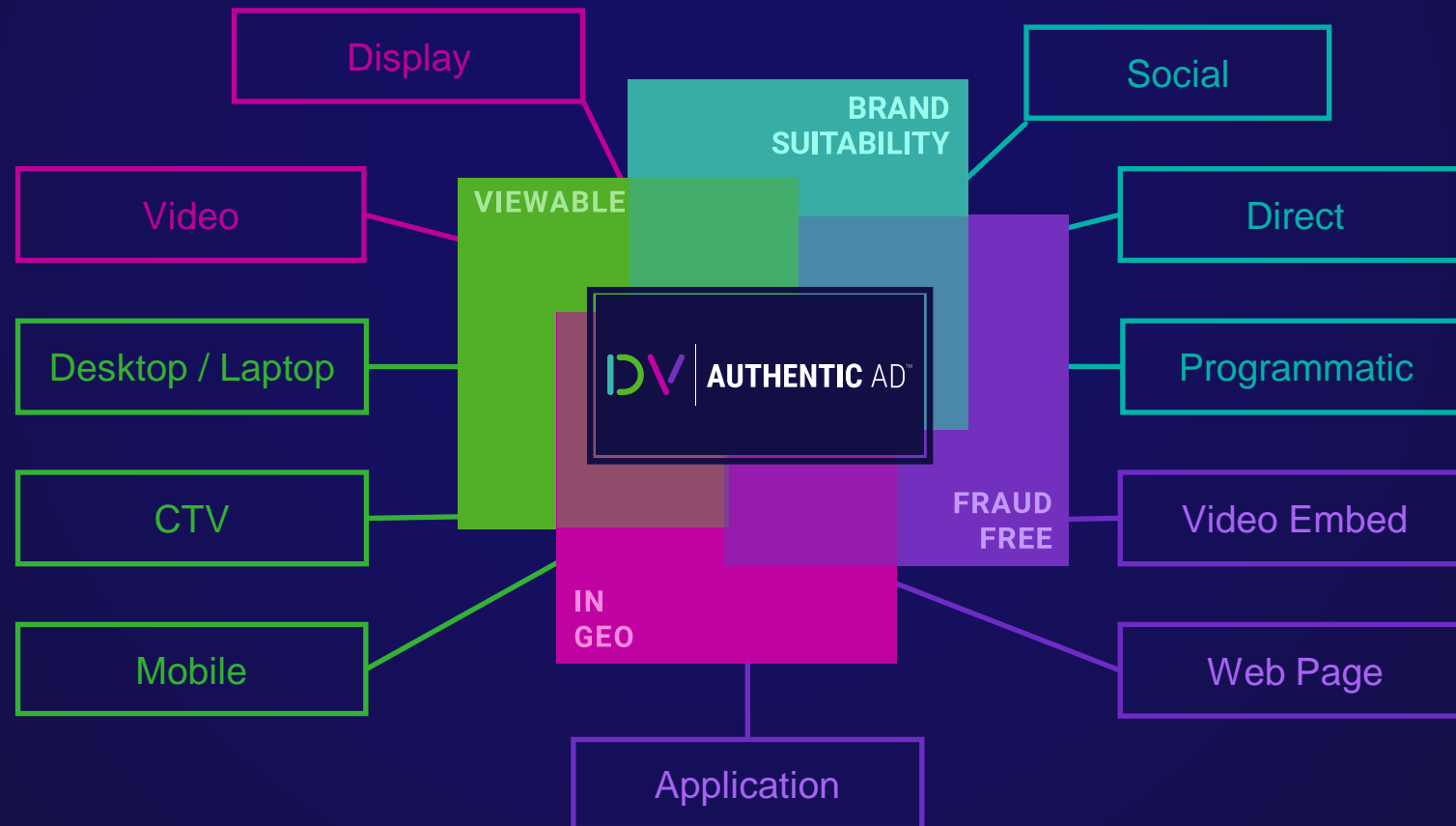
IN GEO

Was the ad served in the intended geography?

DoubleVerify

Delivered in a Unified Metric across all Platforms, Formats, Devices and Content Types

PLATFORMS FORMATS DEVICES CONTENT TYPE

Display

Social

BRAND SUITABILITY

VIEWABLE

Video

Direct

Desktop / Laptop

Programmatic

CTV

FRAUD FREE

Video Embed

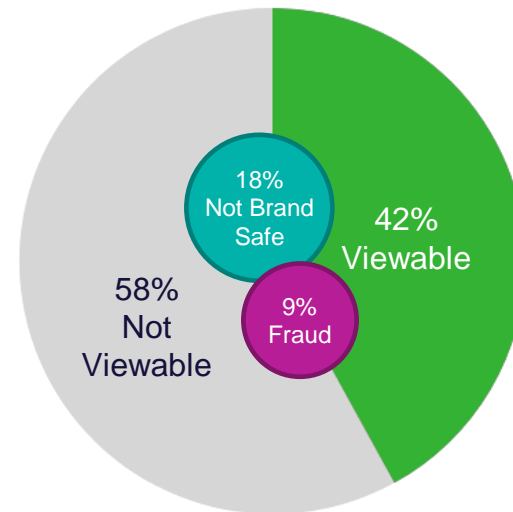Mobile

IN GEO

Web Page

Application

DoubleVerify

7

Optimizing to a Single Variable

While viewability improved, they also experienced increased incidents of fraud and brand safety issues AND over 50% of some placements were out of geo.
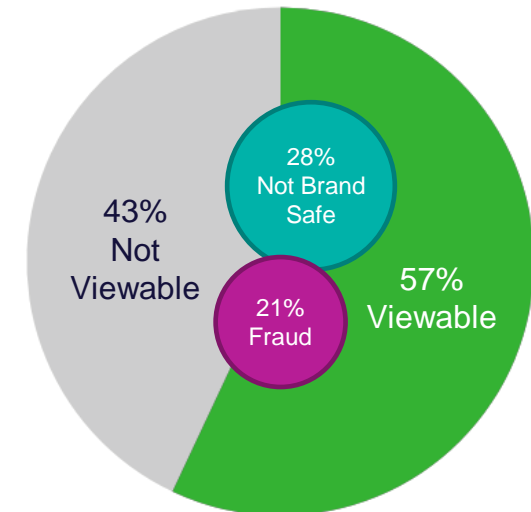
Looking at a single metric doesn't work.

BEGINNING OF CAMPAIGN

18%
Not Brand Safe

42%
Viewable

58%
Not Viewable

9%
Fraud

Authentic Rate
33%

Conversion Rate
0.051%

OPTIMIZING ON VIEWABLE RATE

28%
Not Brand Safe

43%
Not Viewable

57%
Viewable

21%
Fraud

Authentic Rate
30%

Conversion Rate
0.049%

Conversions Increased 28% By Optimizing on Authentic Ad™

↑**28%** Conversion Rate

↑**97%** Authentic Rate

1/3

of Impressions That Qualify for One Criteria are

LOW QUALITY

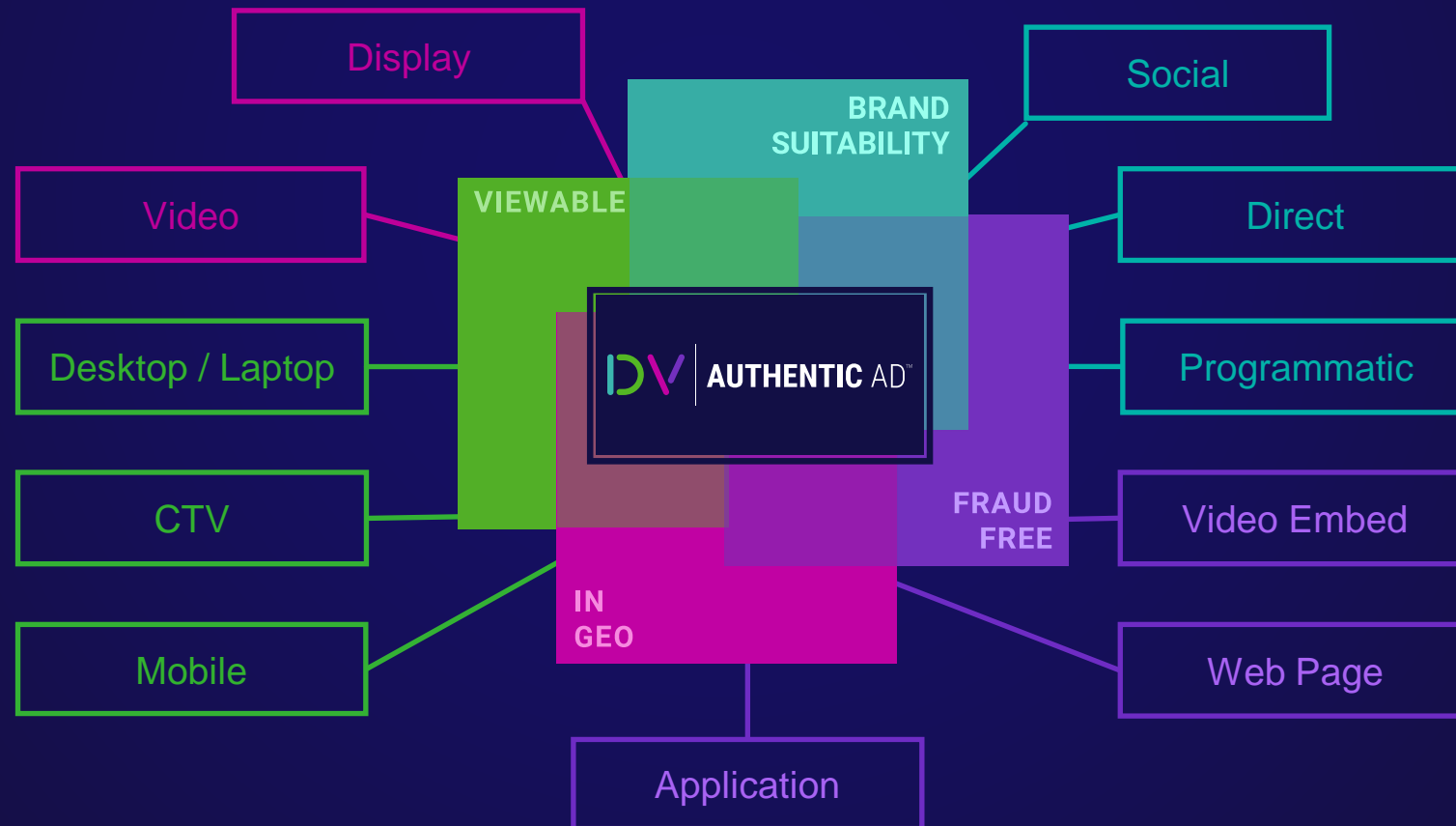When Analyzed Across All Criteria

DV DoubleVerify

Delivered in a Unified Metric across all Platforms, Formats, Devices and Content Types

PLATFORMS   FORMATS   DEVICES   CONTENT TYPE

Display
Social
BRAND SUITABILITY
Video
VIEWABLE
Direct
Desktop / Laptop
AUTHENTIC AD™
Programmatic
CTV
FRAUD FREE
Video Embed
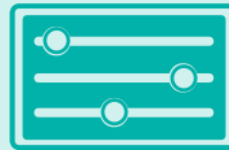Mobile
IN GEO
Web Page
Application

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DV Brand Safety and Suitability Solution

Among the first to align product functionality with the APB and GARM Standards

BRAND SAFETY FLOOR

Quickly establish protection against the most risky content

BRAND SUITABILITY TIERS

Apply the right level of brand protection while maintaining or improving scale.

DV's Brand Safety Floor

Designed to avoid the riskiest content in a turnkey manner

Improves operational efficiency with one click
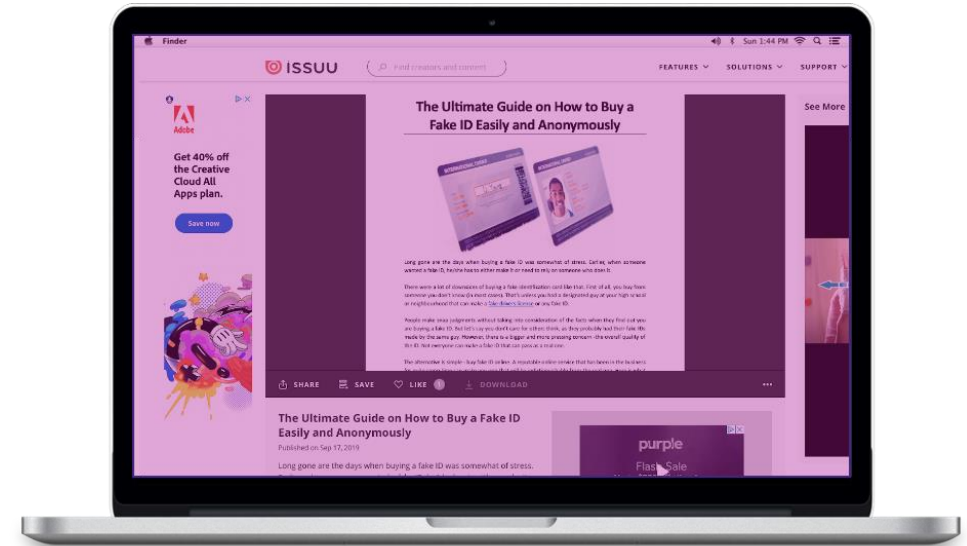to avoid content that's generally unsafe for advertising

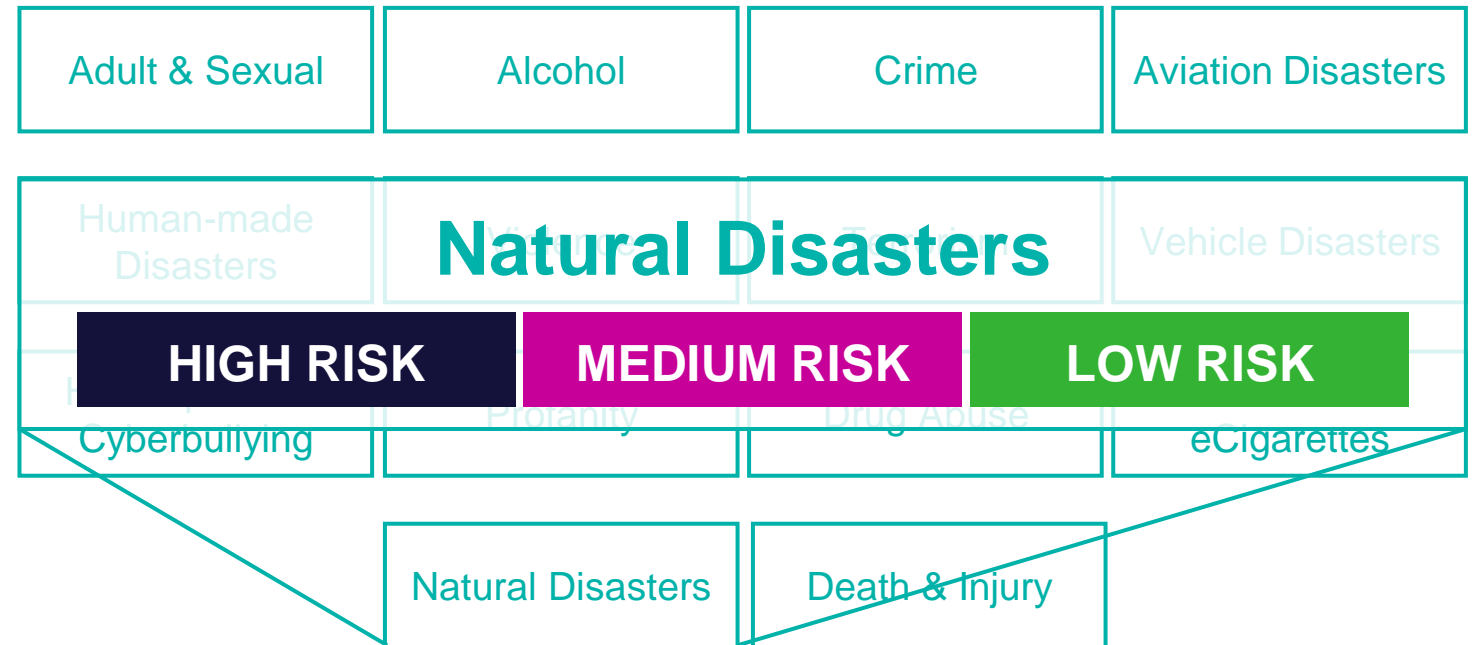| |
|---|
| The Brand Safety Floor |
| Extreme & Graphic |
| Copyright Infringement |
| Malware |
| Phishing |
| Spam |

UNSAFE

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DV's Brand Suitability Tiers

Apply the right level of brand protection while maintaining or improving scale

DV's Brand Suitability Tiers enables brands to select brand suitability settings aligned with their unique standards

14 categories are separated into 3 tiers of risk – offering the control required to implement nuanced brand suitability preferences

By leveraging granular suitability tools, brands are empowered to balance avoidance with maximizing scale

Adult & Sexual	Alcohol	Crime	Aviation Disasters

Human-made Disasters	Natural Disasters		Vehicle Disasters
HIGH RISK	**MEDIUM RISK**	**LOW RISK**	
Cyberbullying	Profanity	Drug Abuse	eCigarettes

	Natural Disasters	Death & Injury	

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Nuanced Level of Classification: Alcohol

Category Overview: This category includes content that facilitates or discusses the consumption of alcohol, information about alcoholic products and accessories, guides for bars and alcohol-related events, stories of inebriation, alcohol-related games, hangover cures and side effects of alcohol.
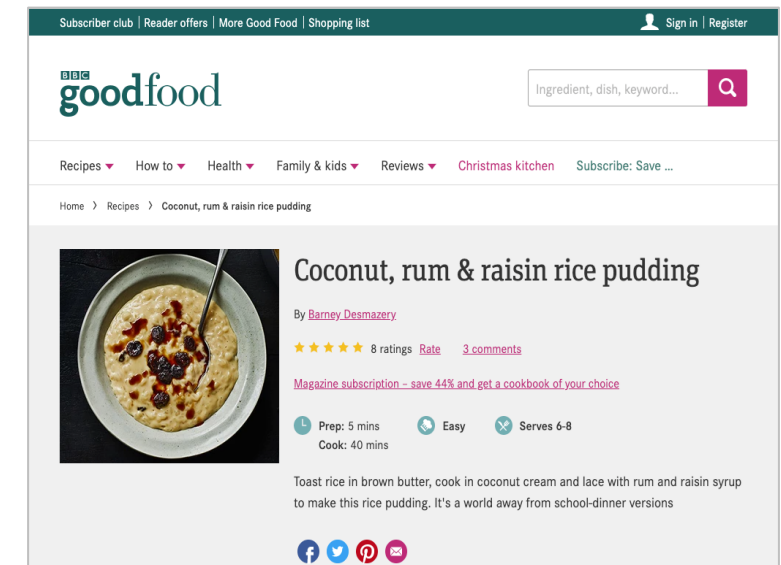
High Risk
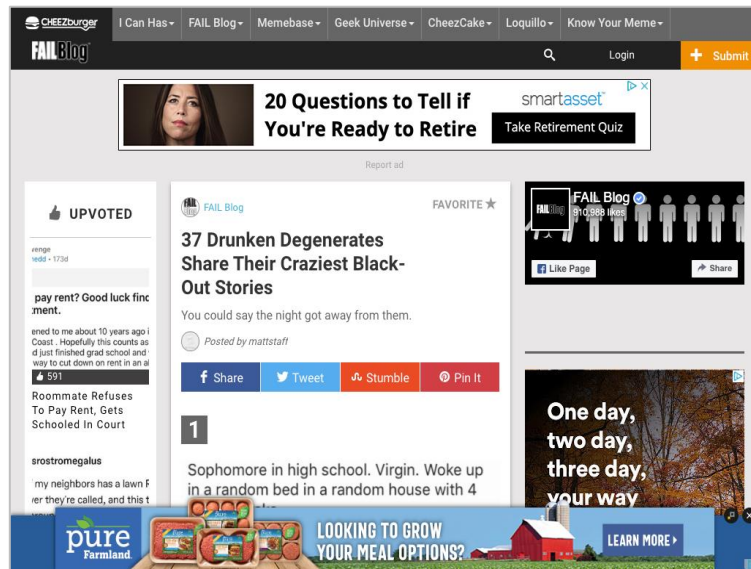
Medium Risk

Low Risk

With over 20 years experience, DV's Semantic Science team builds AI-driven ontological tools that power DoubleVerify's unique brand safety controls for advertisers - matching brands with appropriate and relevant content online.
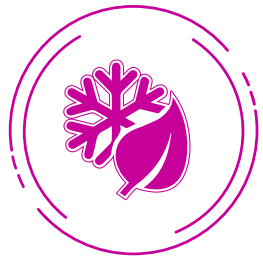
DV's Contextual Categories

IAB Tier 1 and Tier 2 Categories for standard content targeting

In-market Categories Such as Autos & Vehicles and Consumer Electronics to target content relevant to in-market audiences

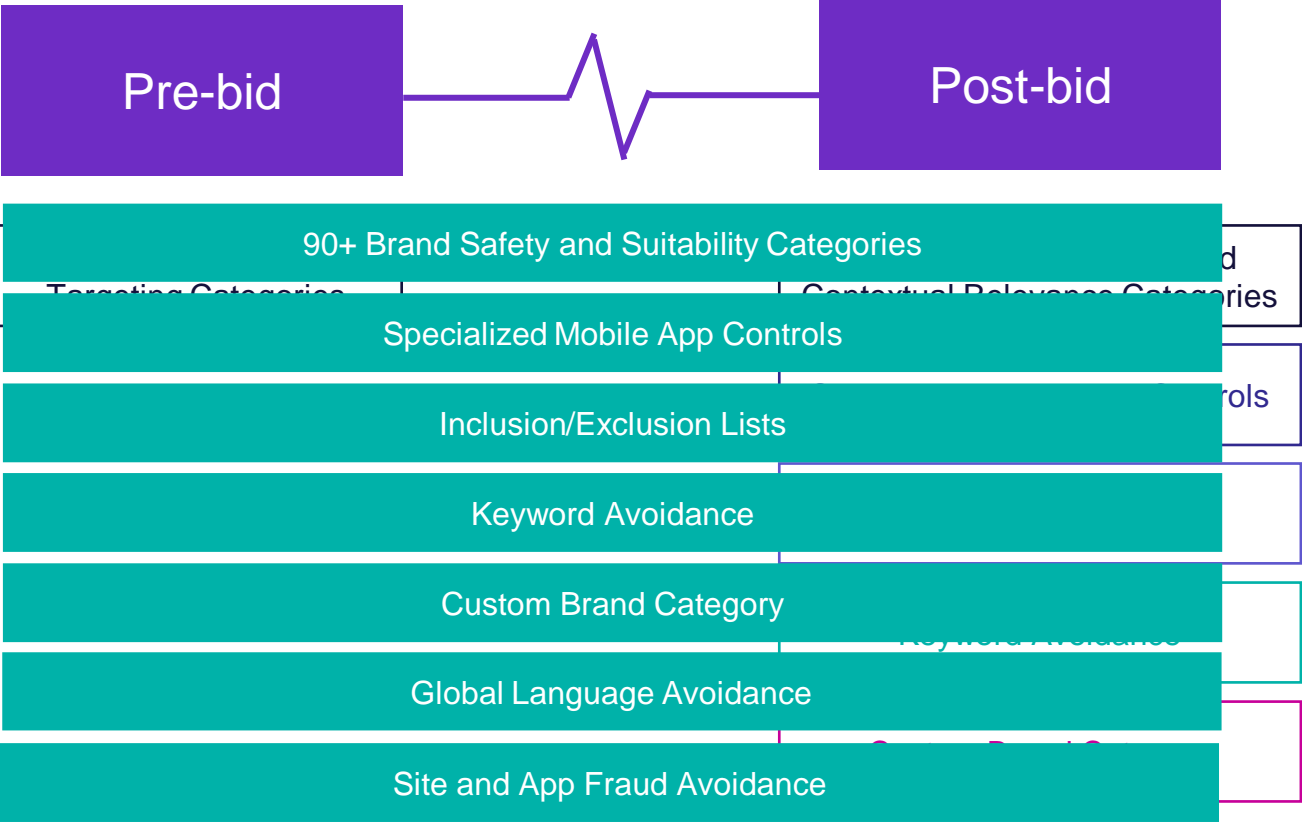**Seasonal Categories** such as Halloween and Black Friday that align with common campaign themes.

Dynamic Categories Custom built to meet your specific needs – drawing on DV's 200,000+ contextual concepts

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The Impact of Quality on ROI

End-to-end Protection Throughout the Media Transaction

Authentic Brand Suitability Targeting

Pre-bid

Post-bid

90+ Brand Safety and Suitability Categories

Targeting Categories

Contextual Relevance Categories

Specialized Mobile App Controls

Inclusion/Exclusion Lists

rols

Keyword Avoidance

Custom Brand Category

Keyword Avoidance

Global Language Avoidance

Site and App Fraud Avoidance

Superior Performance: Perfectly align pre- and post-bid brand safety and fraud profiles across device.

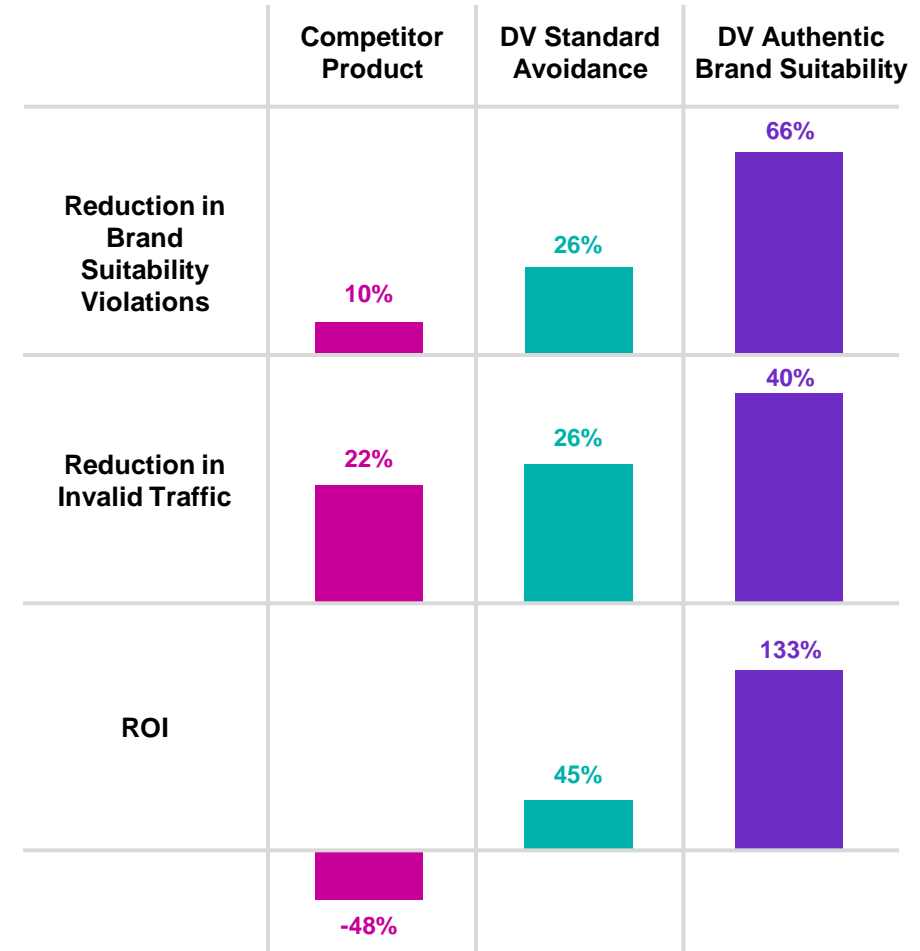**Seamless Protection:** Comprehensive protection across desktop and mobile.

Specific Global Language Controls: Apply controls in over 100+ languages for better protection and accuracy on multi-lingual campaigns.

Streamlined Operations: Single set of controls, deployed across buying platforms, regions and campaigns.

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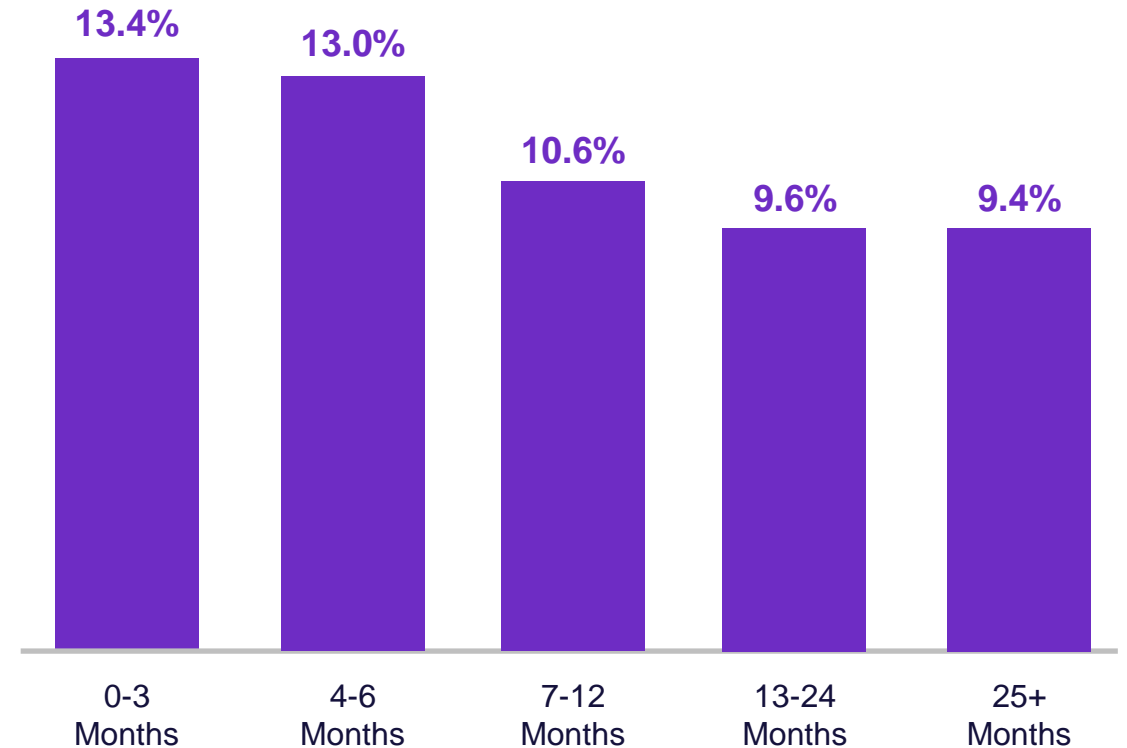# DV Authentic Brand Suitability Drove 133% ROI for Global Beverage Brand

Three different pre-bid avoidance technologies were evaluated based on **ROI** and **impact on violation rate.**

Following the results of the test, the brand decided to use ABS on all applicable campaigns moving forward.

	Competitor Product	DV Standard Avoidance	DV Authentic Brand Suitability
Reduction in Brand Suitability Violations	10%	26%	66%
Reduction in Invalid Traffic	22%	26%	40%
ROI	-48%	45%	133%

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Long-term Partnerships see compounding benefits

In 2021, our solution set continued providing an increasing reduction in Brand Safety & Suitability and IVT violation rates to DV advertising clients who establish long-lasting partnerships with DoubleVerify

	0-3 Months	4-6 Months	7-12 Months	13-24 Months	25+ Months
	13.4%	13.0%	10.6%	9.6%	9.4%

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Combining Quality & Performance to Drive Outcomes

QUALITY + **PERFORMANCE** = **OUTCOMES**

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The Rising Importance of Privacy-friendly Attention Metrics

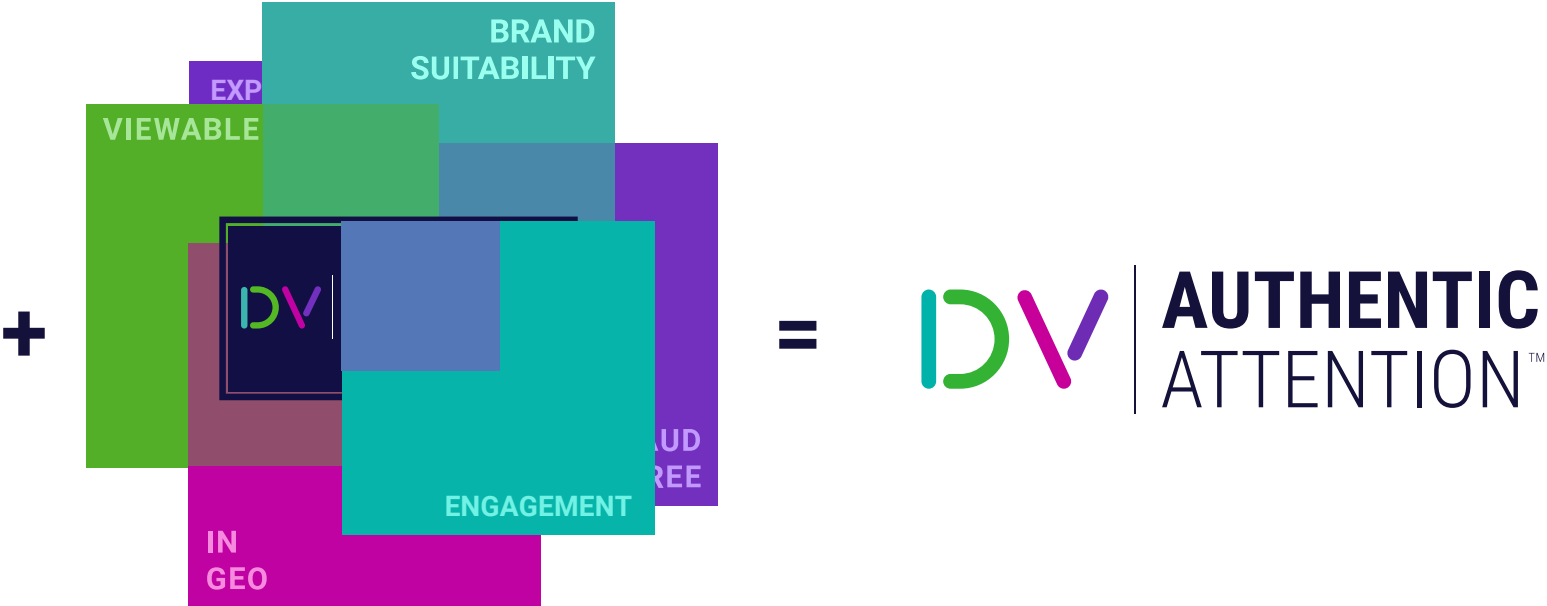**Attention metrics** go beyond traditional KPIs into key dimensions of:

User Presence

User Engagement

Ad Presentation

98%

of marketers believe that deeper **attention metrics** would help improve campaign performance and advertising outcomes.

The Attention Economy: Real-time Measures of User Presence and Responsiveness

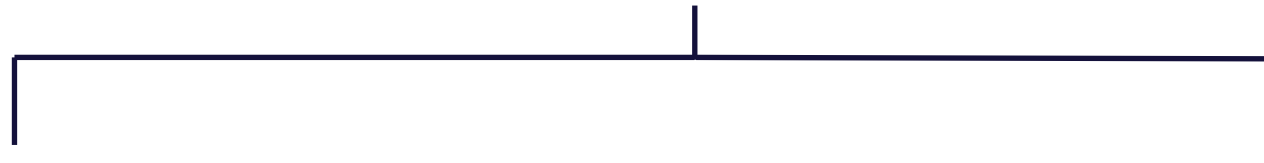**DV Authentic Ad™**
The foundation of media quality

Exposure & Engagement
The data behind attention, building on the
DV Authentic Ad™

DV Authentic Attention™
The New Standard for Media Quality
and Performance

Correlated Performance Measurement

DV | AUTHENTIC ATTENTION™

Based on **50+ data points** calculated in real-time – display and video

Exposure

Measurement of Ad Presentation

Viewable Time

Video Presentation

Ad Share of Screen

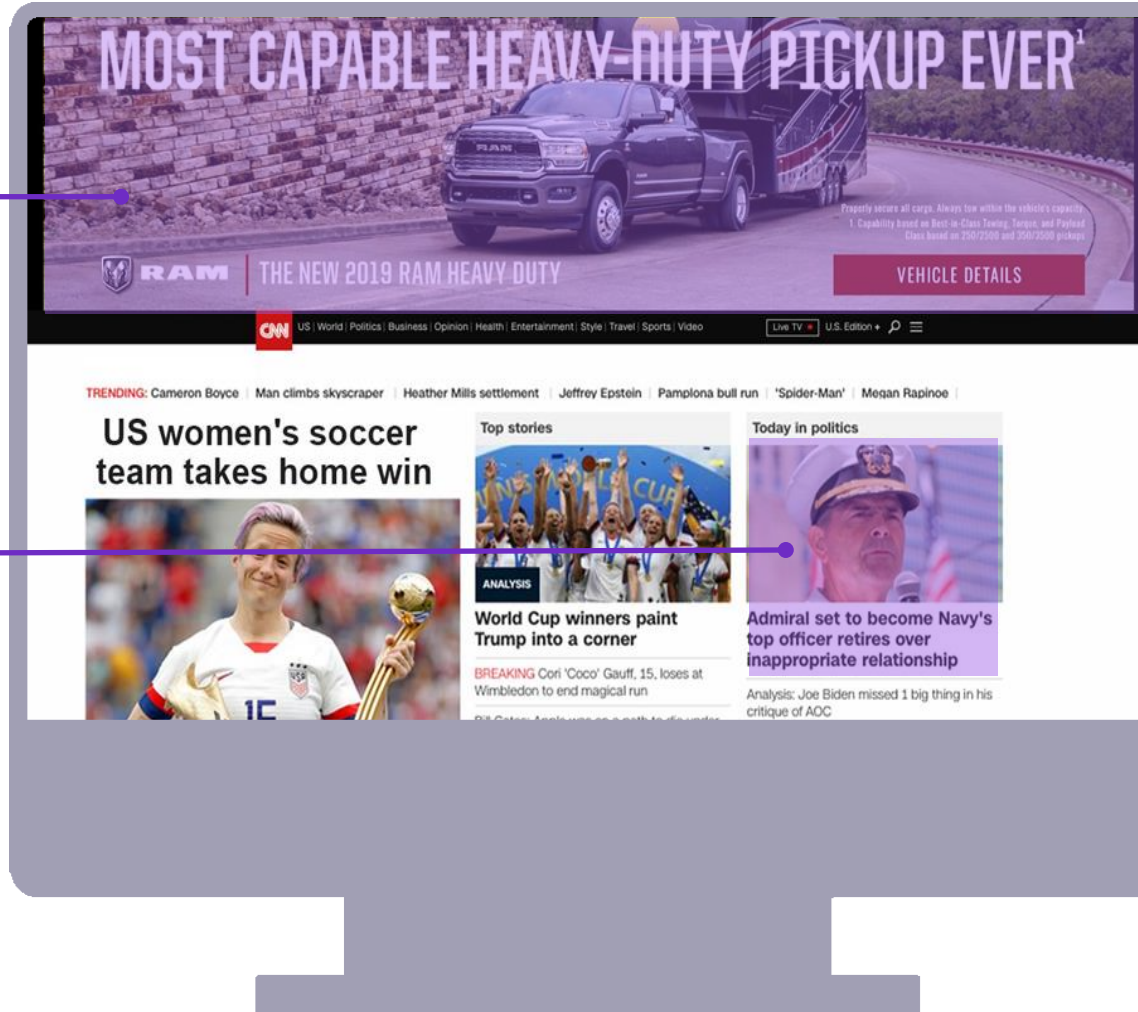## Engagement

Measurement of User Interaction

User Presence

Ad Interaction

EXTENDING INTO CTV IN H2 2022

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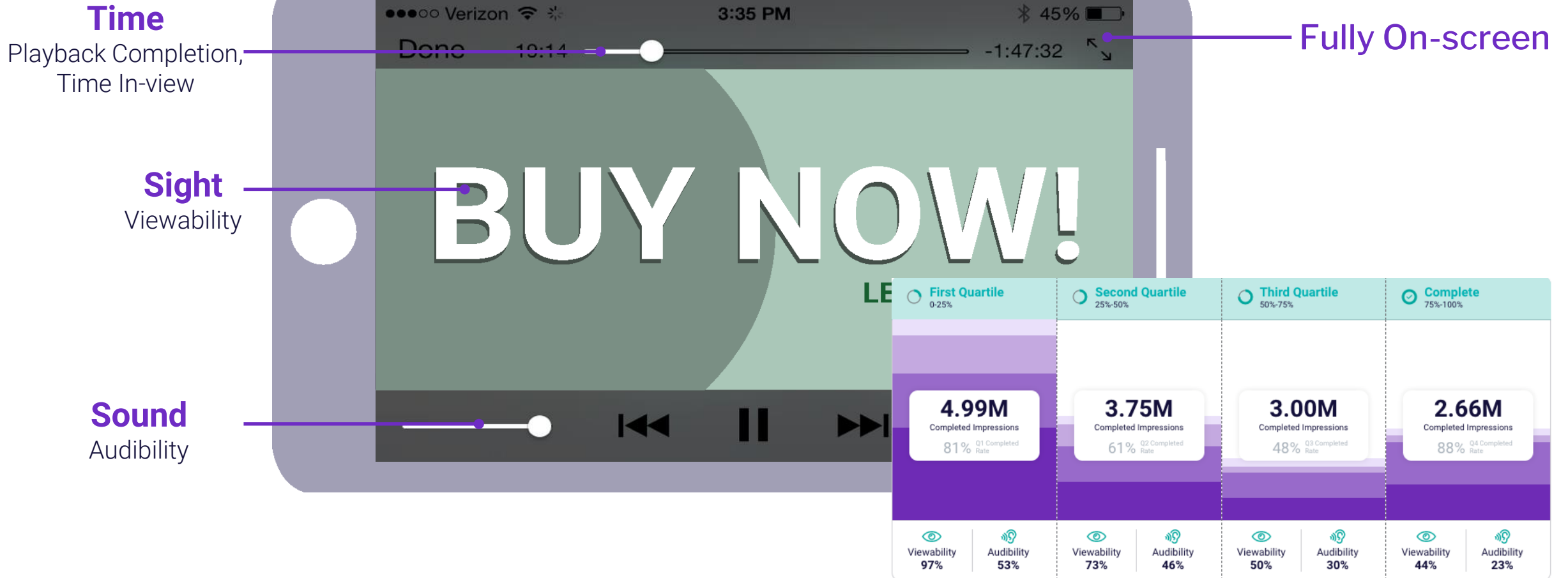
Measure Display Intensity
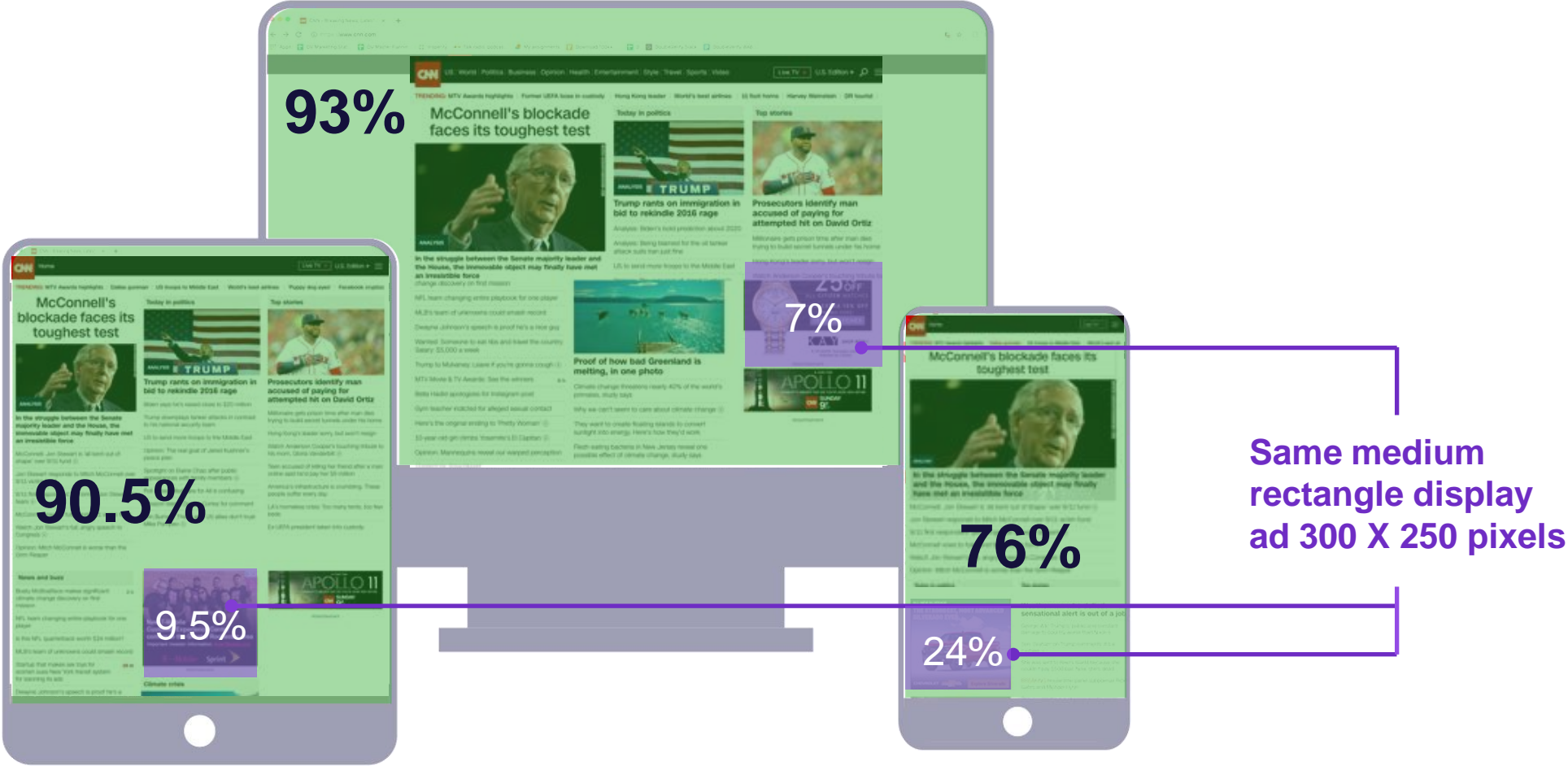
Avg. Viewable Time on: 36s

Avg. Viewable Time on: 23s

Video Intensity

Time
Playback Completion,
Time In-view

Sight
Viewability

Sound
Audibility

Fully On-screen

●●●○○ Verizon 📶 ⚙️ 3:35 PM ⁂ 45% 🔋

Done 19:14 -1:47:32

BUY NOW!

LE

First Quartile 0-25%	Second Quartile 25%-50%	Third Quartile 50%-75%	Complete 75%-100%
4.99M Completed Impressions	**3.75M** Completed Impressions	**3.00M** Completed Impressions	**2.66M** Completed Impressions
81% Q1 Completed Rate	61% Q2 Completed Rate	48% Q3 Completed Rate	88% Q4 Completed Rate
Viewability **97%** Audibility **53%**	Viewability **73%** Audibility **46%**	Viewability **50%** Audibility **30%**	Viewability **44%** Audibility **23%**

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EXPOSURE

Share of Screen

93%

7%

90.5%

9.5%

76%

24%

Same medium rectangle display ad 300 X 250 pixels

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Engagement

Measurement of User Interaction

User
Presence

Ad
Interaction

ENGAGEMENT

User Presence and Interactions

First, confirm the user is present at the device when the ad is viewable, then capture any ad interactions

AD, DEVICE, BROWSER, SIGNALS INCLUDE:

Touch

Click, Scroll, Hover, Swipe
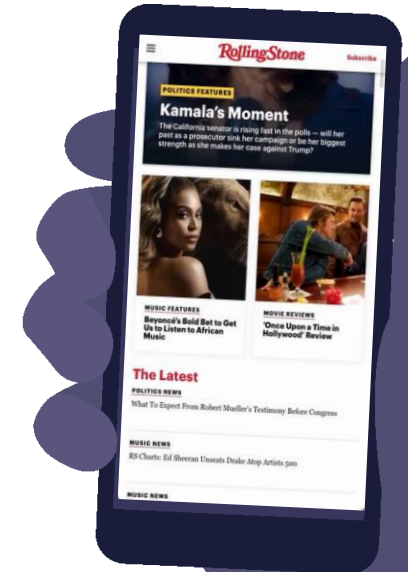
Screen

Landscape/ portrait, Full Screen

Playback

Pause, Resume, Skip

Audio

Volume Up/Down, Mute

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A Rich Source of Actionable Insights

SITES AND APPS	CREATIVES	DEVICE DELIVERY
• Target high performing sites apps • Establish private deals with top performing publishers	• Identify top performing creatives • Place calls-to-action in the optimal quartile • Execute privacy-friendly A/B testing	• Target performing device type(s) and browser(s) • Evaluate performance on cookie-less browsers and devices

DV Authentic Attention™ In Action

Target Converting Consumers

For a European telecommunications provider, High-Engagement impressions were **250%** more likely to convert to sales.

Make Smarter Buying Decisions

A US CPG brand validated that despite a 21% price premium, their PMP outperformed open exchange impressions by **143%.**

Improve Direct Response Outcomes

For a global tech brand, High-Engagement impressions were **32%** more likely to convert to sign ups or sales.

Increase Brand Awareness

For a global CPG brand, High-Exposure impressions drove **9pp** lift in brand favorability and **8pp** lift in brand consideration.

DV Authentic Attention™ Helped Vodafone Predict Business Outcomes and Uncover Optimization Opportunities

"By leveraging DV Authentic Attention™, we've been able to measure and optimize engagement metrics in a timely manner — helping us drive conversions and meet business outcomes. Having access to this privacy-friendly data provides us with the confidence we need to make sound media investments."

- Christoph Freyenhagen, Team Lead - Data Driven Marketing, Vodafone

High Engagement Ads Had

2.5x HIGHER

Qualified Traffic & Sales Conversion Rates

Key Take-Aways

☑ **Quality First.** Start by building a baseline of quality – across all channels and formats.

☑ **Context is King.** Align your brand safety & suitability controls and your targeting solutions with high fidelity contextual categories

☑ **Attention Matters.** Look beyond traditional performance metrics like viewability and clicks to get a comprehensive picture of how your campaigns are capturing user attention, and how that can drive campaign performance.

☑ **Drive Outcomes.** Effectively measure and target user interactions and interest on high quality ad inventory to achieve best outcomes.

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