

# How Programmatic is Being Affected by VIEWABILITY & VERIFICATION

MediaMath recently participated in a white paper released by AdAge that examined the current and future states of programmatic through the lens of viewability and verification. Data used comes from a survey of more than 450 U.S. agencies, marketers and media companies conducted by AdAge on behalf of RhythmOne. Below are some key findings.

## Verification:

An ad will be or has been served in a place that can be seen by a real human, not a bot.

**70.6%** said they are getting detailed information on viewable impressions from verification providers

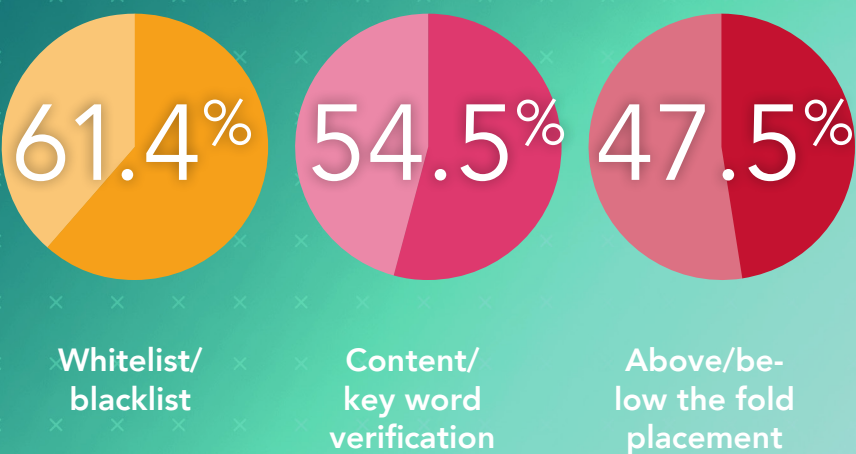
Only **32.4%** highly trust its accuracy

**80.4%** of agencies require some form of verification

**80.3%** of companies with annual revenue over \$1 billion consider verification very important

**64.1%** of companies with annual revenue under \$10 million consider verification very important

Those who identify as "heavy programmatic users" believe industry verifications are most accurate in each of the following areas:



## Viewability:

The opportunity for an ad to be seen by a consumer.

**77.2%**

of heavy programmatic users say viewability is important when evaluating potential partners to buy impressions from programmatically

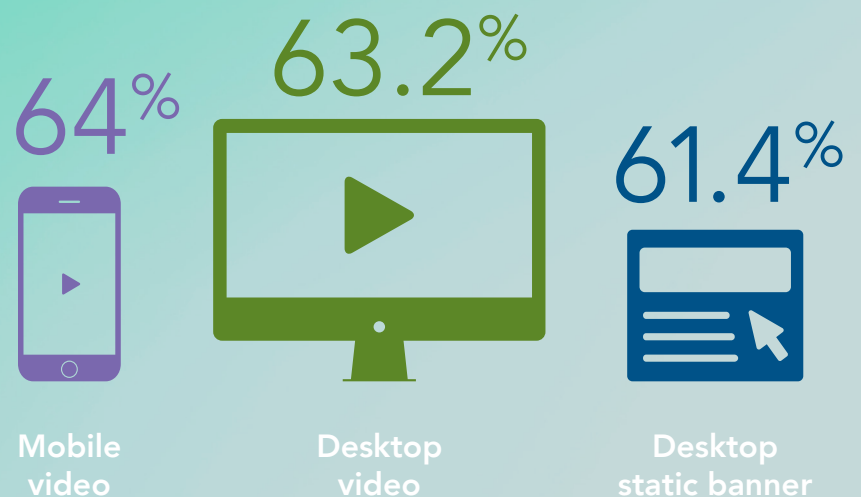
**50.6%**

name inconsistent measurement methodologies among viewability partners as a top challenge

**43%**

say complete viewability is an unreasonable expectation for the very near future

Those who identify as "heavy programmatic users" are most concerned with viewability in the following platforms:



## Programmatic Investment

When buying programmatically, how important is each of the following?



To be able to buy display:

**67.5%**

All respondents

**71.9%**

Heavy users of programmatic

**72.4%**

\$1 billion-plus revenue companies



To be able to buy inventory across channels (mobile, desktop, etc.) via a single platform:

**67%**

All respondents

**69.3%**

Heavy users of programmatic

**64.5%**

\$1 billion-plus revenue companies



To be able to buy video in-stream:

**58.6%**

All respondents

**64.9%**

Heavy users of programmatic

**75.0%**

\$1 billion-plus revenue companies

Click [here](#) to download the full report.



Strength in Numbers

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