

CROSS-CHANNEL VALIDATION

These days, with the usage of programmatic ad delivery, it's difficult to maintain an overview of where individual ads actually play. With the help of Meetrics' Ad Attention Manager you are able to evaluate the quality of your digital inventory, across all channels.

VIEWABILITY

How many users actually see your ad?
For every placement, Meetrics records if it was seen and for how long it was viewable.

FRAUD PREVENTION

Fraudulent impressions increase as automated ad delivery systems are drawing in. Meetrics tracks down non-human traffic and suspicious inventory.

BRAND SAFETY

Where do your ads end up? How exclusively are they shown? Meetrics tracks down websites with questionable content and inappropriate pages.

AUDIENCE VERIFICATION

Who does your ad actually reach? Meetrics identifies the placements that will be most viewable to your target audience, in real-time.

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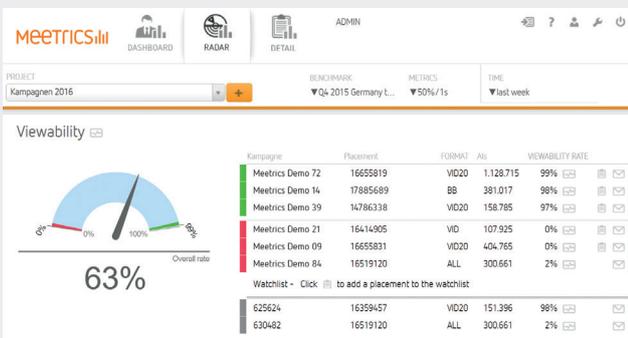
DASHBOARD

The DASHBOARD provides a brief overview of an entire campaign. The key indicators are summarized in illustrative graphs. You can create your customised overview using widgets. The ability to quickly change between different Viewability definitions and Viewtime makes it easy to assess a campaign's success.

WIDGETS

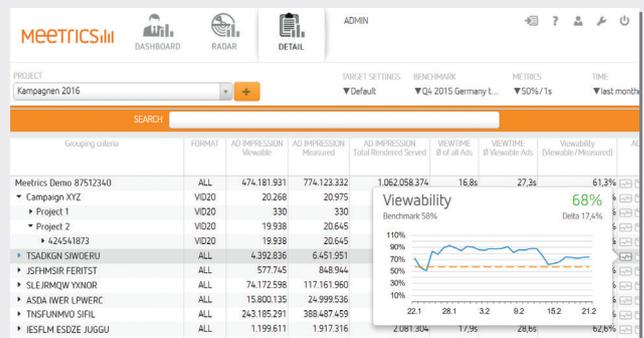
- ▷ Viewability (incl. Benchmark)
 - ▷ Viewtime (incl. Benchmark)
 - ▷ Reasons for Non-Viewability
 - ▷ Viewable Volume
 - ▷ Brand Safety
 - ▷ Suspicious Traffic (Ad Fraud)
- ▷ Target Group Match
 - ▷ Sociodemographics
 - ▷ Geographic Distribution
 - ▷ High Traffic Sites
 - ▷ Ad Screen Share
 - ▷ Devices

RADAR



The RADAR allows to manage best and worst placements. This facilitates the control of campaigns within their duration. With the integrated notification function you can contact the involved parties directly to ensure the success of your campaign.

DETAIL



This view provides detailed background information on all placements within the campaign. Besides the key performance indicators from the DASHBOARD, all further rankings and information can be added here using other widgets.

ABOUT

Since 2008 Meetrics provides cutting edge solutions to master online marketing, creating a transparent and a more efficient digital eco-system. The key areas Meetrics focuses on are: Viewability, Fraud Prevention, Brand Safety and Audience Verification. As the first European vendor Meetrics is being accredited by the most relevant industry committee, the MRC, for both measuring Display and Video Ads. In addition Meetrics is also certified by the ABC/JICWEBS. World's leading advertisers like P&G, L'Oréal or General Motors rely on Meetrics' products and services. On the publisher side renowned companies like AOL, Condé Nast, RTL and Sanoma trust on Meetrics' extensive experience in digital marketing.