

NEWS RELEASE

Platform161 and Meetrics partner to offer a new dimension in guaranteeing viewability at a pre-bid level

Integration of Meetrics' Ad Attention Solution on Platform161 means it's possible to guarantee viewability on DSPs for first ever time

Hamburg, August 22 2016 – Declining viewability is a hot topic for advertisers, particularly within programmatic. Platform161 & Meetrics' brand new joint approach brings a new dimension to programmatic buying by combining it with programmable quality management.

This partnership helps to overcome the limitations of common viewability approaches used by the likes of DoubleClick Bid Manager who are limited to offering a single threshold of viewability: if it's visible for just one second with only 50 percent of its pixels in view.

Platform161's pre-bidding solution enables clients to bid on much higher viewability targets by offering any desired combinations of: three viewable minimum areas (at least 50% pixel, at least 75% pixel and at least 90% pixel) and four minimum duration classes (at least 1 second, at least 3 seconds, at least 5 seconds and at least 10 seconds). With this matrix, Platform161 and Meetrics offer their clients a unique spectrum of 12 different viewability thresholds. The new pre-bid solution empowers clients to buy the ads specifically through the viewability threshold which will create the best impact around their goals.

Arno Schaefer, CEO at Platform161, calls this partnership a big step towards an improved advertising efficiency and thereby gaining a higher ROI for users: "Integrating Meetrics' viewability technology into Platform161's algorithm has enabled our clients to distinguish between low and high performing and viewable placements even before the automated bid & buying process. Many clients are already taking advantage of this new offer."

Philipp von Hilgers, Meetrics' CEO adds: "Based on our work and conversations with advertisers, we know there's a noticeably higher impact once an ad is viewable for at least five seconds but clients had never been able to specify this or other levels – until now." Von Hilgers also notes this is a crucial step in the future of digital advertising as it seeks "the holy grail of providing a comparable branding impact to TV."

About Platform161

Platform 161, with its headquarters in Amsterdam, is a leading DSP for advertisers, agencies and publishers. Platform161 is the world's only truly customizable digital marketing platform that really enables advertisers to adapt to the fast changing market of digital marketing. The company has more than 70 employees and has offices in Hamburg, Stockholm, Madrid, New York and in six cities in South America. P161 is active only on the demand side and thus completely independent of publisher interests. In addition, Platform 161 is certified with the ePrivacy seal, has a large network of partners, working completely transparent and flexible with no hidden costs. Currently, more than 100 customers across various industries worldwide use the platform for online campaigns across all channels - such as desktop, mobile, video, social and digital out of home. For further information: www.platform161.com

Contact

Julia Wiegman
Marketing Communications Manager, Platform161
+31 20 679 27 67
julia.wiegman@platform161.com



About Meetrics

Since 2008 Meetrics provides cutting edge solutions to master online marketing, creating a transparent and a more efficient digital eco-system. Meetrics focuses on these key areas: Viewability, Fraud Prevention, Brand Safety and Audience Measurement.

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. www.meetrics.com

Contact

Ela von Tycowicz
Marketing & PR Manager, Meetrics
+49 30 609 8464 77
ela.tycowicz@meetrics.com