

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

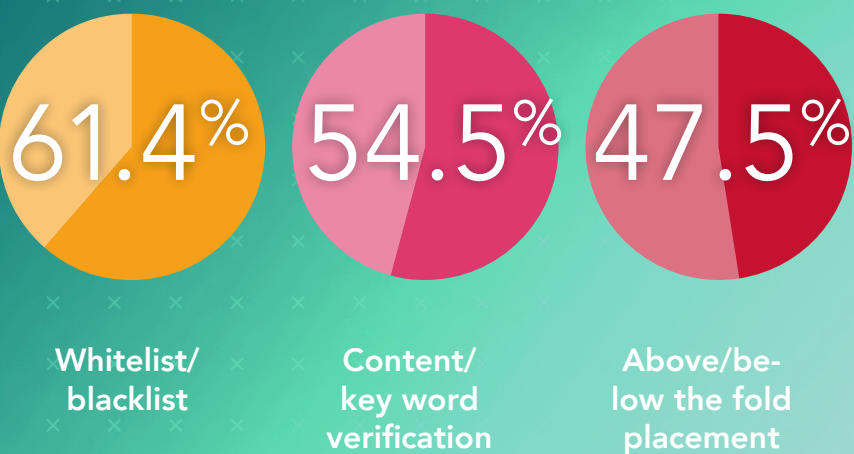
Only **32.4%** highly trust its accuracy

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

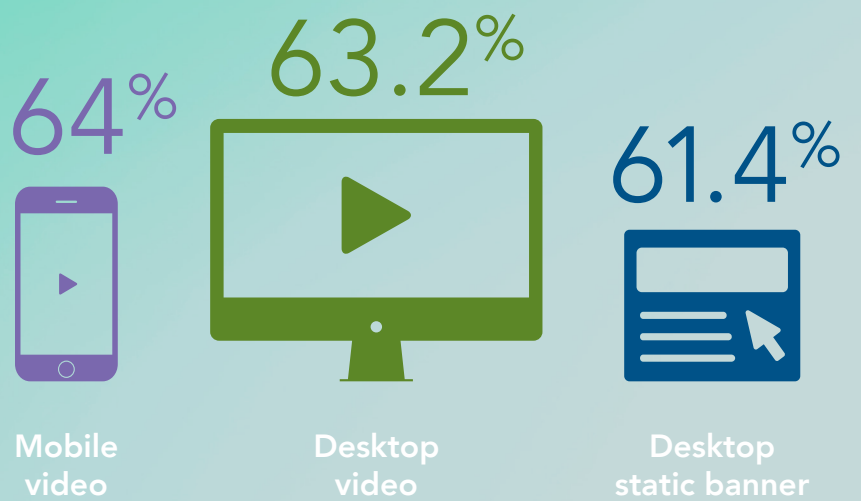
50.6%

name inconsistent measurement methodologies among viewability partners as a top challenge

43%

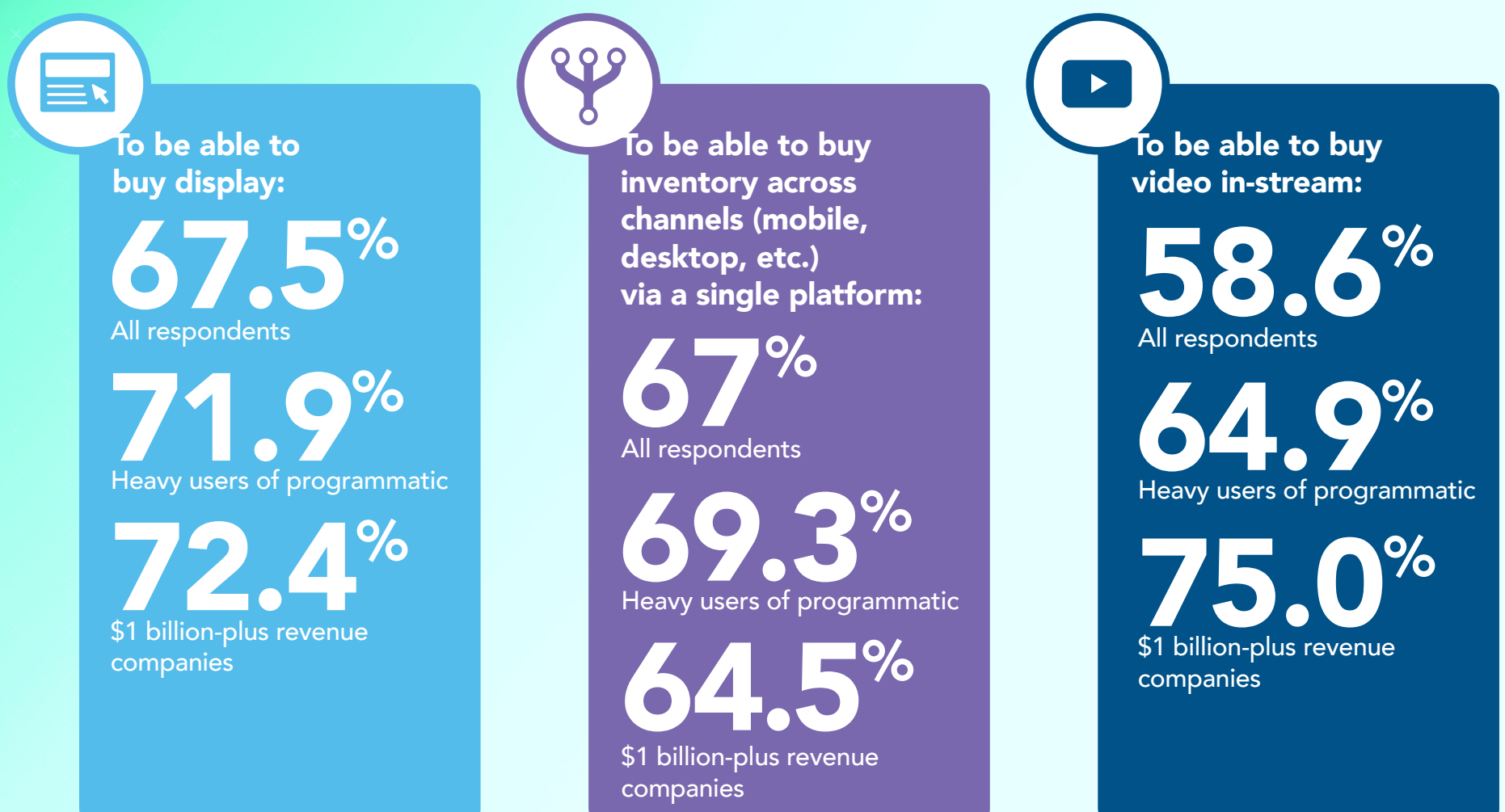
say complete viewability is an unreasonable expectation for the very near future

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?



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