What we do for our advertisers to ensure visibility of your ads

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Recent research conducted by Google, using their Active View technology, caused an uproar in our industry. The research showed that 56.1% of all ads served were measured as not viewable. In recent articles and research on online viewability of ads it came apparent that the online ad ecosystem is in need of some serious controls. For some digital advertisers this was quite alarming. Especially if you strive every day to ensure that your ads can be seen and are seeking ways to enhance ROI on your digital advertising budget.

Recent viewability standards from the IAB are hardly going to succeed in allaying advertisers' fears. Fortunately, we are here to tell you how we make sure every that you only pay for that impression that is viewed and how we prevent ad fraud from happening.

Curious how ad fraud works? Click here for an insightful YouTube video that illustrates the issue.
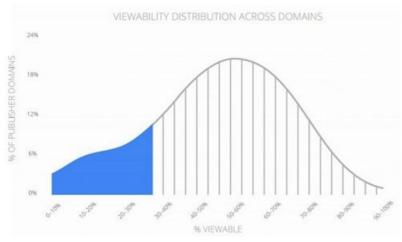
Last month, we already introduced a new fraud-protection feature as part of DoubleClick Bid Manager automated ad-buying platform. Active view is a tool meant to prevent you from buying "hidden" ad impressions. Viewability data enables you to identify both high- and low-value inventory and then shift budgets and targets accordingly to maximise reach and ROI. By understanding trends about what inventory has the highest viewability, we help better formulate your media strategies. In addition to this, Doubleclick Bid Manager now has a feature in place that automatically filters out inventory serving non-visible, fraudulent ads.

At DQ&A, we hard work every day to make sure you get the best quality inventory at the right price. Some of our tricks:

Work with preferred publishers

A small number of publishers are serving the majority of non-viewable impressions and dragging down the served impression viewability average by almost 6%. We work only with publishers and ad networks with proven high standards for their viewability score and that we know. Through intensive relationships we get the right deals for our client, at the right prices and with the right quality parameters.

A small number of publishers are serving most of the non-viewable impressions.

click to enlarge

Carefully monitor clicks and impressions

Our media traders vigorously monitor impressions and clicks on your ads to ensure brand safety. For this, we use both automated systems and human reviews, analysing all ad call data for invalid activities. By analysing impressions, clicks, conversions, relevant customer data, behaviour based on IP addresses and many other factors, our tools are able to quickly spot fraud and blacklist those and similar sites to prevent future fraudulent media buys.

Fighting fraud using DoubleClick Bid Manager

A new feature in DoubleClick Bid Manager is released that automatically prevents you from buying bad quality or out-of-view ad slots when using DBM as your DSP. Viewability and Active View help measure whether an ad was actually shown on a screen. The vast majority of non-viewable ad impressions are legitimate ads that are intended to be seen by a user, but were not viewed due to various ways people interact with content on the web. Active View gives you actionable reporting on ad viewability.

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