



TOTAL VISIBILITY™

Understand the true financial impact of media quality



Only IAS is able to show you the true financial impact of media quality. Our industry-first Quality Path Optimization (QPO) solution, Total Visibility™, provides programmatic supply path transparency with impression-level financial reporting to help you optimize your media spend and drive marketing results while campaigns are in-flight.

VERIFY, QUANTIFY, OPTIMIZE

Verify media quality against IAS's standard Brand Safety, IVT, and Viewability metrics

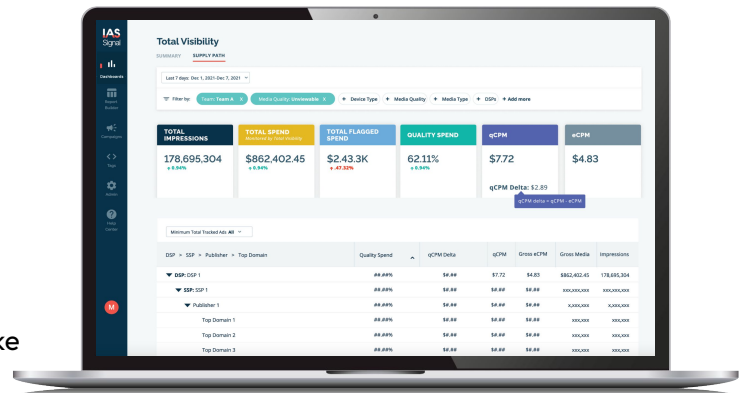
Quantify media cost and understand the financial impact of blocked ads and the cost of quality inventory all in one place

Optimize media efficiency to unlock premium performance at efficient pricing

Drill into conversion and click data to understand the impact quality has on key business results and inform a stronger optimization strategy

View a summary of your programmatic data and key metrics like qCPM and quality spend - at no added cost to you!

Leverage global coverage across desktop and mobile environments for display and video placements



CASE STUDY: Starcom Identifies the Highest Quality Media

INSIGHT

A global media leader, Starcom, was looking to review their digital buying approaches and gain greater transparency into their programmatic supply paths. They sought to reduce wastage and increase spend in quality media while de-prioritizing low quality placements.

RESULT

Starcom was able to see exactly where their advertiser's money was going and optimized immediately across 18 markets for their finance advertiser. As a result, they increased their average Quality Spend buys by 6%, improved their Quality CPM by 14%, and increased their ROI 249% by focusing on the highest quality media at the lowest costs.



DRIVE COST EFFECTIVENESS FOR HIGH QUALITY INVENTORY

Quality CPM calculates the cost of reaching true qualified media. As waste increases, qCPM increases as well. Marketers chasing lower eCPM may actually increase their qCPM by inadvertently buying lower quality inventory. qCPM is the solution for this. Viewing programmatic media through the lens of qCPM allows the buyer to measure and understand the true financial value of an impression.

Example: Campaign A has a CPM of \$8 but only 40% of the impressions that were bought were Quality Impressions. This resulted in a qCPM of \$20. Compare that to Campaign B, currently running with a \$12 CPM which is 50% higher than Campaign A. On the surface, this would indicate that Campaign B is not as efficient. However, if the impressions in Campaign B are 80% Quality Impressions, the resulting qCPM would only be \$15, 25% lower than the Campaign A.



To learn more about Total Visibility™, contact us today!