

Press Release

New Feature Shows Publishers which Online Ads Visitors Actually See

The Scandinavian based ad serving company, Emediate, introduces the first online ad measuring feature for publisher websites – In-Screen Measurements. For the first time, web publishers will now know how many times – and for how long – visitors are exposed to a campaign in the viewable part of their browser.

Banner ads account for a large percentage of online marketing. However, web publishers have so far not been able to know if the visitors would scroll down and see the banner.

“We have longed for a solution that shows us how many banners are actually seen – and for how long”, Mia Björn, Nordic Traffic Manager at idényt says. “Also, with In-Screen Measurements we’re able to assess which ad placements are most effective. In fact, we are also thinking about using In-Screen Measurements to optimize the layout of editorial content in relation to our banner placements.”

In a business that needs exact data, In-Screen Measurements can be the tool that leads to more transparency between publishers, advertisers and agencies.

Managing Director of Emediate, Otto Neubert Block explains: *“With In-Screen Measurements, publishers will now be able to prove to advertisers or agencies if the banner has in fact been seen or not – and for how long. As we see it, In-Screen Measurements could even lead to new CPM-pricing where the client pays more for ads which are in-screen as publishers will now be able to offer their clients this 100% clarity.”*

How In-Screen Measurements works

The banner is considered ‘visible’ if more than 50% of the banner area can be seen in the browser. And every banner is measured after 1, 2, 4, 7, 12 and 20 seconds – and then every 10 seconds.

In-Screen Measurements is available through EmediateAd – Emediate’s ad serving platform – now.

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About Emediate

Emediate is the leading provider of ad serving technology in the Nordic countries. Since the foundation in 2001, Emediate has grown rapidly and presently employs 35 people in 7 countries.

With EmediateAd, Emediate's ad serving platform, web publishers get a complete system for managing, targeting and forecasting digital ads – both on display, mobile and video. Currently, EmediateAd handles more than 45 billion ad impressions per month.

Emediate has earned a best-in-test award and five 'Gazelle' prizes — an award given to Denmark's fastest growing profitable companies – four years running.

Read more about Emediate on www.emediate.biz