



# Identify your most effective ad placements and gain a higher CPM

**As the only ad server provider for publishers Emediate now offers you In-Screen Measurements!**

Discover the true value of your advertising space! In-Screen Measurements show you how many times and for how long your visitors are exposed to a campaign in the viewable part of the browser.

## Results?

- Identify premium placements and raise your CPM
- Verify and compare your banner data from 3rd party systems
- Elevate your advertisers' branding

## How it Works

The banner is considered 'visible' if more than 50% of the banner area can be seen in the browser. To make sure you don't miss any viewers EmediateAd measures every creative after 1, 2, 4, 7, 12 and 20 seconds and then every 10 seconds.

If there is no browser interaction for more than 30 seconds or when the total in-screen time is 5 minutes, the counting stops.

The functionality is completely integrated into EmediateAd and very easy to use.

In-screen measurements are available using JavaScript, Composed JavaScript and Friendly Iframe tags.

**Contact us today for more information or to activate this feature\*.**

*\*A fee applies for this feature*

## Benefits

- Identify your premium placements and get a higher CPM
- Verify and compare your banner data from 3rd party systems
- Sell your inventory based on time or In-Screen impressions instead of the normal CPM
- Elevate your advertisers' branding
- Completely integrated with EmediateAd and easy to use
- Available only with Emediate's ad server

## Reporting

- Delivered in-screen impressions
- In-screen % (percent of impressions displayed in-screen)
- In-screen click rate (clicks divided by in-screen impressions)
- Duration (total in-screen time)
- Average duration (total time divided by in-screen impressions)

