Viewability Measurement - "Fraud-First"

Traditional viewability measurement does not ensure your ad was viewed by real people. In fact, sophisticated bots spoof viewability metrics ¾ of the time. Criminal botnets are intentionally being orchestrated to divert legitimate marketer budgets by mimicking human behavior and spoofing ad metrics like viewability, brand safety, demographic and geography verification.

If...
you are not detecting non-human traffic, then your KPIs are compromised and subsequently wrong.

If…
your measurement provider is reporting unrealistically high viewability, you are very likely paying for fake ad impressions.

"Viewability has been the poster child of 2015, and I would argue that viewability is not our first concern. I believe bot fraud, the serving of ads to non-human people, is really the biggest issue."

Amy Bartle
Media Director, La Quinta
AdExchanger

"There are more bots on the internet than humans … so are you paying for the eyes of a bot or human eyes?"
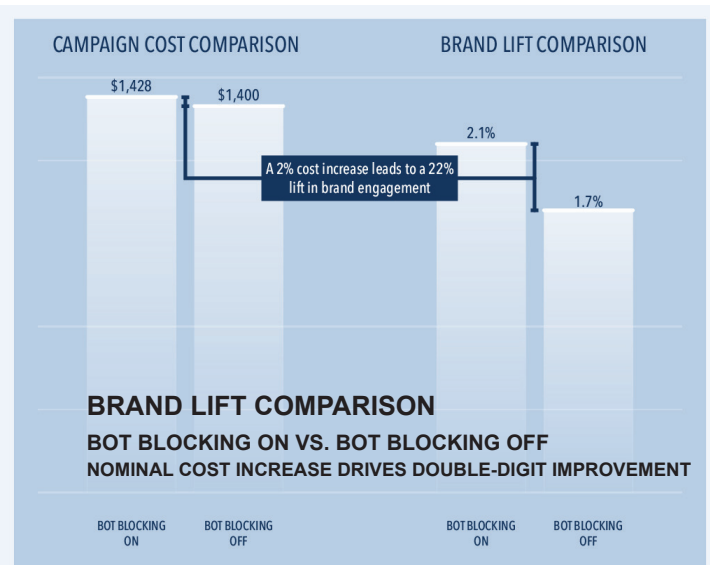
Keith Weed
CMO, Unilever
AdNews

Deterministic Decisions on Human Viewability for Every Impression

White Ops Human Viewability detects sophisticated bots that appear to be human via a single line of JavaScript.

White Ops has the unique ability to distinguish between human and bot activity originating from the same machine at the same time which reveals evasive, deceptive and periodic bot traffic patterns.

White Ops offers the most precise and comprehensive fraud and human viewability detection and prevention technology available to marketers today.

White Ops technology helped a Videology client's brand engagement rate rise by 22%.

CAMPAIGN COST COMPARISON · BRAND LIFT COMPARISON

$1,428 · $1,400 · 2.1% · 1.7%

A 2% cost increase leads to a 22% lift in brand engagement

BRAND LIFT COMPARISON
BOT BLOCKING ON VS. BOT BLOCKING OFF
NOMINAL COST INCREASE DRIVES DOUBLE-DIGIT IMPROVEMENT

BOT BLOCKING ON · BOT BLOCKING OFF · BOT BLOCKING ON · BOT BLOCKING OFF

Source: 277,168 impressions on Videology Platform, September 2015