

Meetrics accredited by MRC for ad viewability across display and video

Contributed by Meetrics
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Meetrics, a company that maximizes the viewability of online ads, has been granted accreditation by the U.S.-based Media Rating Council (MRC) for its Viewable Ad Impression measurement in its Ad Attention Monitor product, for both display and video ads.

This represents the first time the MRC has accredited a European viewability product for both display and video ad viewability measurements.

“In the programmatic era, ad viewability has become a major issue - our data has shown that around 40-60% of programmatic ads served are never visible, thus, wasting a significant proportion of ad spend,” said Philipp von Hilgers, Meetrics™ Managing Director. “Advertisers are demanding more accountability and the MRC’s rigorous review process is a testament to the high and innovative standard of ad quality management Meetrics has brought to the digital ad industry through Ad Attention Monitor.”

“We congratulate Meetrics for meeting the demanding standards required to achieve MRC accreditation for its Viewable Ad Impression measurement,” said George W. Ivie, MRC’s Executive Director and CEO. “As a result, digital advertising buyers and sellers can look to Meetrics as a trusted source of insight and accountability for their campaigns.”

Built upon on research conducted at MIT, Meetrics™ unique viewability technology combines page geometry and browser optimisation to capture the key properties of web pages and user’s activities on them. Using this vast database of user behavior patterns and URLs, Meetrics™ technology helps advertisers avoid wasting ad spend on sites with low ad viewability.

Hilgers concluded: “The MRC accreditation is a further step in meeting the fundamental expectation from advertisers that every ad they pay for should, at least, have the potential to be seen.”