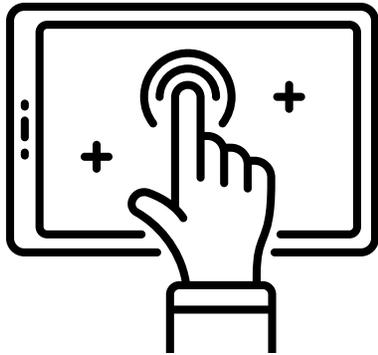


# THE CHEAT SHEET TO DIGITAL AD MEASUREMENT

A quick reference for marketers on viewability,  
ad tracking and ad-measurement surveys

# VIEWABILITY:

## WHAT IT TAKES TO ENSURE THAT YOUR MARKETING EFFORTS ARE SEEN



Good ads only work if consumers see them at the right times and on the right screens. With research showing that up to 50% of ads are never viewed, publishers increasingly offer a viewability metric so that advertisers don't pay for ads that never have a chance to be seen.

### VIEWABILITY

According to the Media Rating Council (MRC), an ad is viewable only if at least 50% of the creative appears in the user's browser for at least one full second.

### PROS

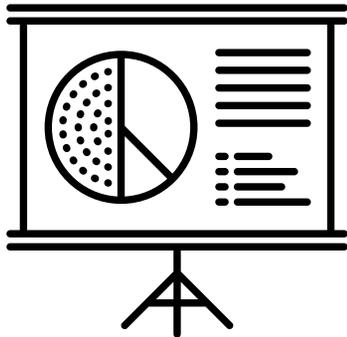
- Ensures advertisers pay only for ads that are in-view
- Publishers can charge a premium for inventory with higher viewability rates
- Premium publishers will naturally have higher viewability rates, enabling them to distinguish their inventory from the rest of the market
- Publishers can offer premium viewability packages, such as ads that are in-view for longer than one second

### CONS

- Multiple methods for measuring viewability (e.g., browser optimization, geometric) lead to varying vendor counts
- Cross-domain iFrames and other issues prevent measurement of 100% of impressions, thus viewability is often projected
- Many vendors don't eliminate fraud from viewability count
- For many advertisers, the MRC doesn't go far enough in defining "viewable"

# AD TRACKING:

LET TECHNOLOGY DO THE HEAVY LIFTING,  
WALK AWAY WITH THE INSIGHTS



The massive scale of digital advertising means marketers need an automated way to track ad exposure and assess the impact. Research technology firms capture these insights in real time using technology such as Luth Research's ZQ Intelligence platform. Unified tracking offers distinct advantages: It provides precise ad detection, deep in-app ad visibility, a single-source view of the entire consumer digital journey, as well as being platform agnostic and eliminating fragmentation.

## COOKIES

Cookies track ad exposure. When used in conjunction with surveys, they help marketers assess the impact of ads on consumers.

## UNIFIED AD TRACKING

Unique ad tags are created for every platform (publisher, ad network) that tracks an ad during a campaign. The approach tracks online behavior across devices, browsers and operating systems.

## PROS

- No need to worry about human recall issues
- Easy to track large pools of consumers
- Links ad exposure to online behaviors
- No need to worry about human recall issues
- Tracks ad exposure across devices
- More accurate than cookies
- No pixel tagging

## CONS

- Don't work on mobile devices
- Consumers can delete them and some browsers even reject them
- Inaccurate because they don't always fire
- Difficult to implement
- Typically applies to small sample sizes comparable to survey sample sizes, which may become smaller for niche audiences

# SURVEYS: STILL RELEVANT TODAY?



Surveys are among the oldest tools used to measure the impact of an ad, yet they are still used today, both online and off, to determine the efficacy of ads by measuring how well consumers are able to recall them. Surveys are a cost-effective way to measure the impact of an ad at scale. Both designs rely on the consumers' ability to recall ads they've seen, which is problematic given that memory is unreliable and subject to bias.

## PROS

### OVERALL SURVEY METHODOLOGY

- No technical setup required since survey occurs outside of the ad-serving process
- Effective and relatively affordable

### PRE/POST SURVEY

This design measures the attitudes and perceptions of two groups of consumers who share similar characteristics.

- Ability to compare post-campaign results to pre-campaign baseline increases to higher accuracy

### POST-ONLY SURVEY

This design compares the perceptions of consumers who have seen an ad to those who haven't.

- Cost-efficient
- Time-efficient—no need to conduct survey prior to campaign

## CONS

- At risk for faulty memories and ad recall
- Can overstate the impact of ads seen

- Requires more advanced planning since a survey must occur prior to the campaign
- Requires two substantial sample sizes

- Vulnerable to ad-recall bias, which makes it difficult to differentiate control and test groups



FOR MORE INFORMATION CONTACT:

**Janeen Hazel**  
**Marketing Director**  
**Luth Research**  
**[jhazel@luthresearch.com](mailto:jhazel@luthresearch.com)**

For more than 35 years, Luth Research has been advancing next-generation consumer intelligence with innovative market research approaches. Powered by our proprietary online research panel and cross-platform digital tracking capabilities, as well as traditional focus group and call center services, our innovative research methods help today's businesses thrive.

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