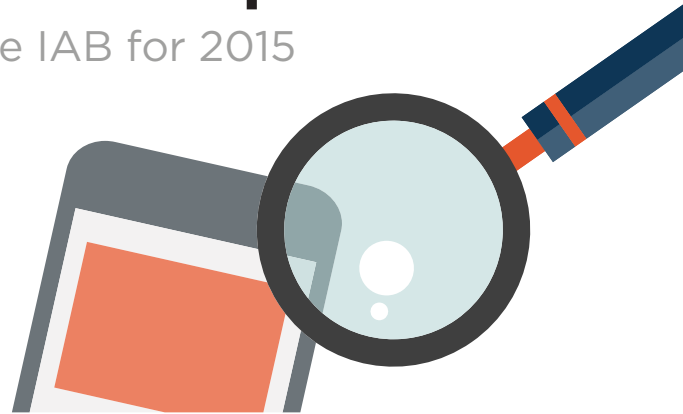




# Viewable Transaction Principles

7 Recommendations from the IAB for 2015



- 1 Billing should be based on number of served impressions, split into two categories: **measured** & **non-measured**.
- 2 It is recommended that publishers deliver **at least 70% viewable inventory**.
- 3 If a campaign does not reach 70% viewability, publishers should make good with **additional viewable impressions** until the threshold is met.
- 4 All “make-goods” should be delivered in additional impressions (not cash) of **similar quality and in a “reasonable” time frame**.
- 5 A viewable impression for large format ads (over 242,500 pixels) is counted if **30% of the pixels** of the ad are viewable for a minimum of **1 continuous second**.
- 6 Transactions between buyers and sellers should use **MRC-accredited vendors**.
- 7 Buyers & sellers should agree on a **single measurement vendor** ahead of time.

## Are your current mobile vendors guaranteeing viewable impressions?

**If not, you are missing out.**

The Mobile Majority’s pre-bid verification tool, **AdScore™**, analyzes all of the factors that determine if a potential ad placement is viewable are met - before you spend.

Confirm the viewability of your impressions in real-time. No more thresholds or “make goods” to worry about.

**Just engaging ads for real people.** All the time. Every time.