BACHELOR THESIS

KEYWORDS

- ad viewability
- ad effectiveness
- online advertising

TOPIC: THE STATE OF ART IN MEASURING ONLINE ADVERTISING VIEWABILITY

Many online ads are never visible to users, although they count as ad impressions, leading advertisers to waste money on unseen ads (ComScore Benchmark Analysis, 2013). Therefore, ad viewability became an essential metric for advertisers. To overcome this issue, the Interactive Advertising Bureau (IAB) and Media Rating Council (MRC) created a standard definition of ad viewability: At least 50% of an ad must be in view for a minimum of one second for display ads to be counted as viewable (or two seconds for video ads). In reaction to this, publishers can adapt different viewability measurements to increase the quality of the views (Bounie et al., 2017). However, over the years of advertising technologies and automation advancement, measuring viewability has become a complicated task (Expósito-Ventura et al., 2021). Different companies offer viewability measurement, and the quality of their services differs in many ways. In 2016, CESP reviewed and compared eight different viewability measurement solutions, namely Adloox, Adledge, ComScore, Integral Ad Science, Meetrics, MOAT, and two tools natively implemented in platforms (AppNexus and Google). The report can be found here.

This thesis thus aims to explore the industry-wide adoption of the MRC-defined viewability metric and measurement solutions among publishers. The second aim is to identify and review standard industry practices in ad viewability measurement among measurement companies, similar to the CESP report. Overall, the end goal is to create an outlook for the online advertising industry's state of the art in viewability measurement practices. To reach this goal, the student is expected to survey the companies and get as much information as possible.

LITERATURE & LINKS:

Bounie, David, Morrisson Valérie, and Martin Quinn. "Do you see what I see? Ad viewability and the economics of online advertising." *Ad Viewability and the Economics of Online Advertising (March 1, 2017)* (2017).

Bounie, David, Martin Quinn, and Morrisson Valérie. "Advertising viewability in online branding campaigns." *Available at SSRN 2969891* (2016).

Expósito-Ventura, Marta, José A. Ruipérez-Valiente, Javier Parra-Arnau, and Jordi Forné. "A Survey of the Role of Viewability Within the Online Advertising Ecosystem." *IEEE access* 9 (2021): 134593-134610.

Zhang, Weinan, Ye Pan, Tianxiong Zhou, and Jun Wang. "An empirical study on display ad impression viewability measurements." *arXiv preprint arXiv:1505.05788* (2015).

Uhl, Christina, Nadia Abou Nabout, and Klaus Miller. "How much ad viewability is enough? The effect of display ad viewability on advertising effectiveness." *arXiv preprint arXiv:2008.12132* (2020).

CESP Viewability review: https://www.cesp.org/en/viewability/

ComScore Benchmark Analysis:

https://www.comscore.com/Insights/Blog/Viewability-Benchmarks-Show-Many-Ads-Are-Not-In-View-but-Rates-Vary-by-Publisher

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APPLICATIONS:

You can apply for this topic by filling in the **application form** (available here) and sending it to Isin Acun (isin.acun@wu.ac.at).