comScore

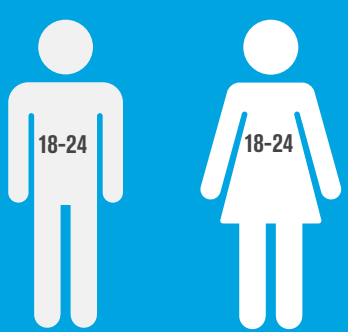
ADVERTISING BENCHMARKS

Q1 2016

AD BLOCKING, INVALID TRAFFIC (IVT) and **LOW VIEWABILITY** are challenges in digital advertising, but steps can be taken to ensure clean campaign impressions – and the results can be powerful.

Ad blocking is a growing global phenomenon

YOUNGER USERS ARE MOST LIKELY TO BLOCK ADS, ESPECIALLY MALES

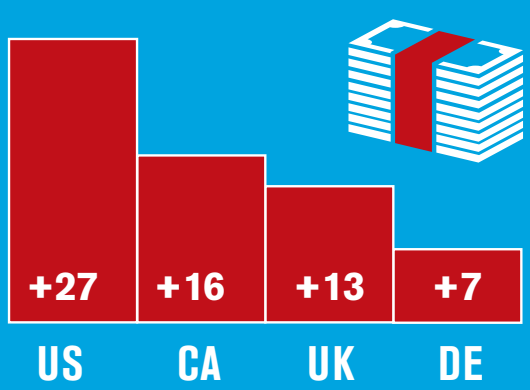


100% MORE LIKELY

42% MORE LIKELY

TO BLOCK DESKTOP ADS THAN AVERAGE US USER

AD BLOCKING SKEWS TOWARD HIGHER INCOME SEGMENTS ACROSS MARKETS



% INCREASE IN BLOCKING FOR HIGHEST INCOME SEGMENTS COMPARED TO AVERAGE USER

WHAT CAN I DO ABOUT IT?

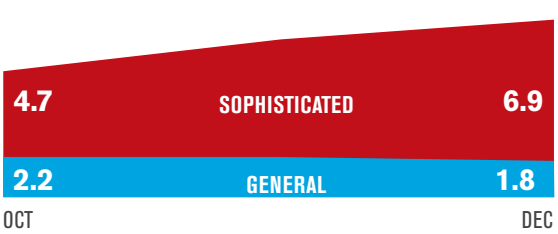
Refocus on the User Experience

Ad blocking is a wake-up call for both advertisers and publishers to improve the quality and experience of the advertising that supports online content.

Many publishers are testing less invasive options for consumers to access content, with or without advertising – and many of these alternatives are proving successful.

Source: comScore Custom Analytics, Global, 2015

Ad fraud is getting more sophisticated



% GLOBAL IVT BY TYPE ACROSS DESKTOP AND MOBILE

80%

OF GLOBAL IVT WAS **SOPHISTICATED** IN DECEMBER 2015

WHAT CAN I DO ABOUT IT?

Fight Against Fraud

Given the rise of Sophisticated Invalid Traffic (IVT), which requires advanced analytics to detect, it is critical to protect sites and campaigns using the latest methods.

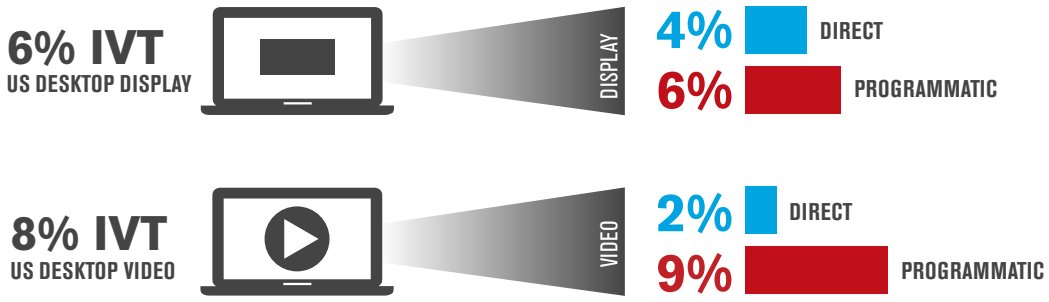
Without Sophisticated IVT detection, marketers and publishers run the risk of wasted advertising and inventory.

HIGH-VALUE VIDEO ADS ATTRACT THE MOST IVT

With higher CPMs, video provides a ripe opportunity for fraudsters to reap even greater gains.

PROGRAMMATIC MAGNIFIES THE IVT PROBLEM

Video ads on programmatic exchanges – where there is less transparency – have IVT rates 4.5x direct buys.



Source: comScore Custom Analytics, Global, December 2015; comScore vCE Benchmarks, US, Q1 2016

More than half of ads worldwide still don't have the opportunity to be seen

DESKTOP DISPLAY VIEWABILITY RANGES FROM 39% - 50% ACROSS MARKETS





41%

VIDEO VIEWABILITY IS EVEN LOWER

This is mostly due to IVT on programmatic exchanges, where video is commonly traded.

DIRECT BUYS SEE HIGHER VIEWABILITY THAN PROGRAMMATIC



WHAT CAN I DO ABOUT IT?

Improve Delivery for Better Impact

Invalid traffic and low viewability can wreak havoc on campaign performance.

There is an upside: when evaluating campaign performance using only ads that have a chance to make an impact, advertising can be 2X more effective. This helps publishers prove the value of their advertising and marketers quantify true ROI.

Source: comScore vCE Benchmarks, Global, Q1 2016

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To learn more about comScore advertising solutions, visit comscore.com or email learnmore@comscore.com.

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