# iab.canada

**Powerful Digital Leadership**

## IAB Canada Excerpts from Moat's New *Custom Canadian Publisher* Benchmarks, Q1'2017

*From Moat's "Attention Economy-Canada Deep Dive" Report, presented in partnership with IAB Canada at the Business of Digital SON Conference, May 31 '2017 in Toronto.*

# Moat's Canada vs new Custom Canadian Publishers Benchmarks: Q1, 2017

## Type of Metrics Covered

- Viewability
- Invalid Traffic
- Attention

# Basis for Q1, 2017 Canadian Publishers Benchmarks

## Canadian Publishers

Custom Benchmark of Q1 2017 Display Ad Inventory for:

THE GLOBE AND MAIL

metrolandmedia

QUEBECOR

TORONTO STAR

ROGERS

CBC Radio-Canada

corus.

LA PRESSE

Bell Media

Reader's Digest.ca

MOAT

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## Type of Metrics Covered

- **Viewability**
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MOAT 🐦
Moat measures viewability on Twitter

MOAT 📌
Moat measures viewability on Pinterest

MOAT f
Moat measures viewability on Facebook

MOAT YouTube
Moat measures viewability on YouTube

MOAT 👻
Moat measures viewability on Snapchat

# Viewability – two definitions addressed: MRC, Agency

## MRC Definition of a Viewable Impression
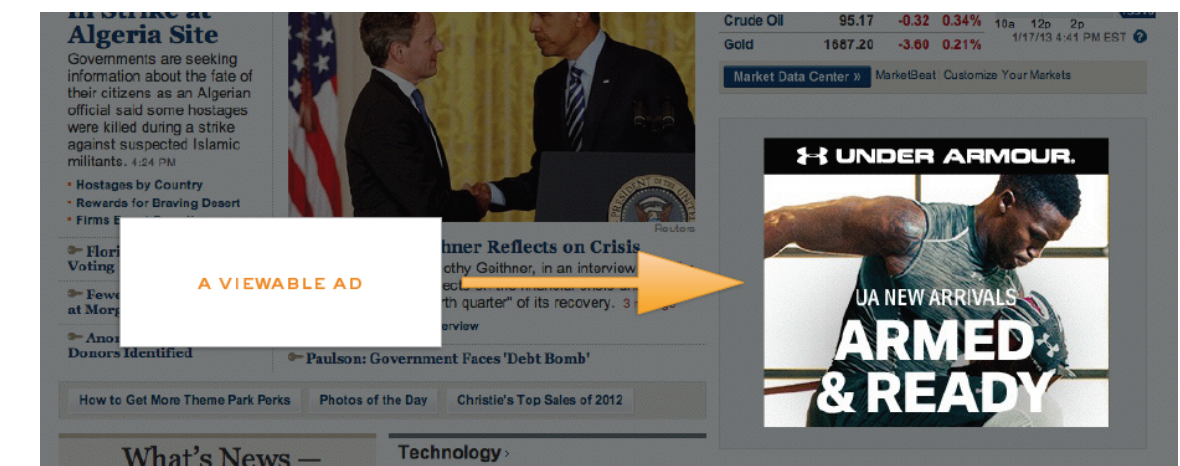


**Display**

50% for 1 continuous second.

**Video**

50% for 2 continuous seconds.

**Mobile**

Same as desktop.

# Viewability – two definitions addressed: MRC, Agency

## *Alternative* Definition of a Viewable Impression – "Agency"

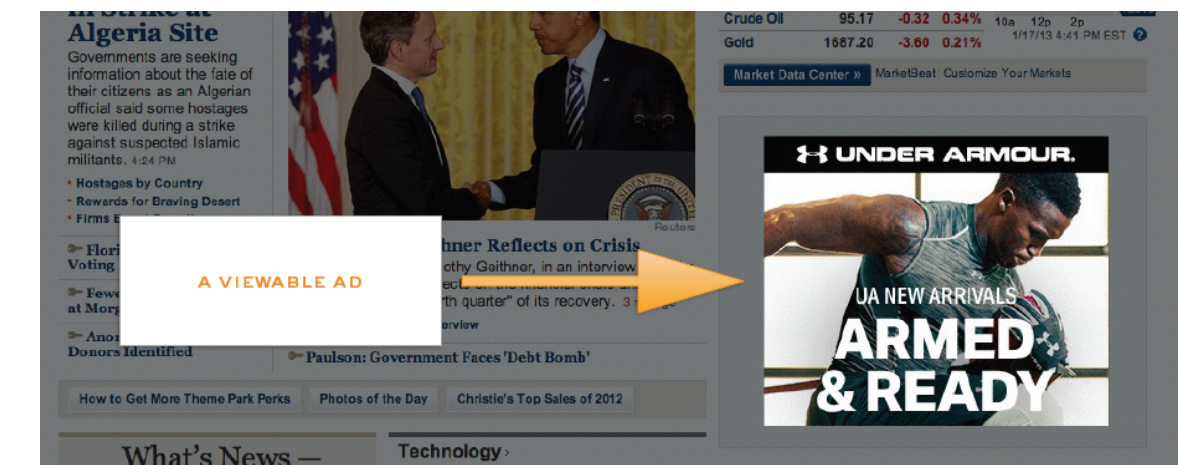| Display | Video | Mobile |
|---|---|---|
| 100% on-screen with no time minimum | 100% on-screen for at least 50% of duration with audio enabled | Same as desktop. |

# Viewability Benchmarks: MRC Definition – Desktop Display

*How do local publishers compare?*

## 52.9%

Moat Canada Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

## 59.3%

Canadian Publishers Q1 2017

Desktop Display
MRC Viewable
Benchmark

Definition:
50% for 1 second

## +12%

Difference

# Viewability Benchmarks: 'Agency' Definition – Desktop Display
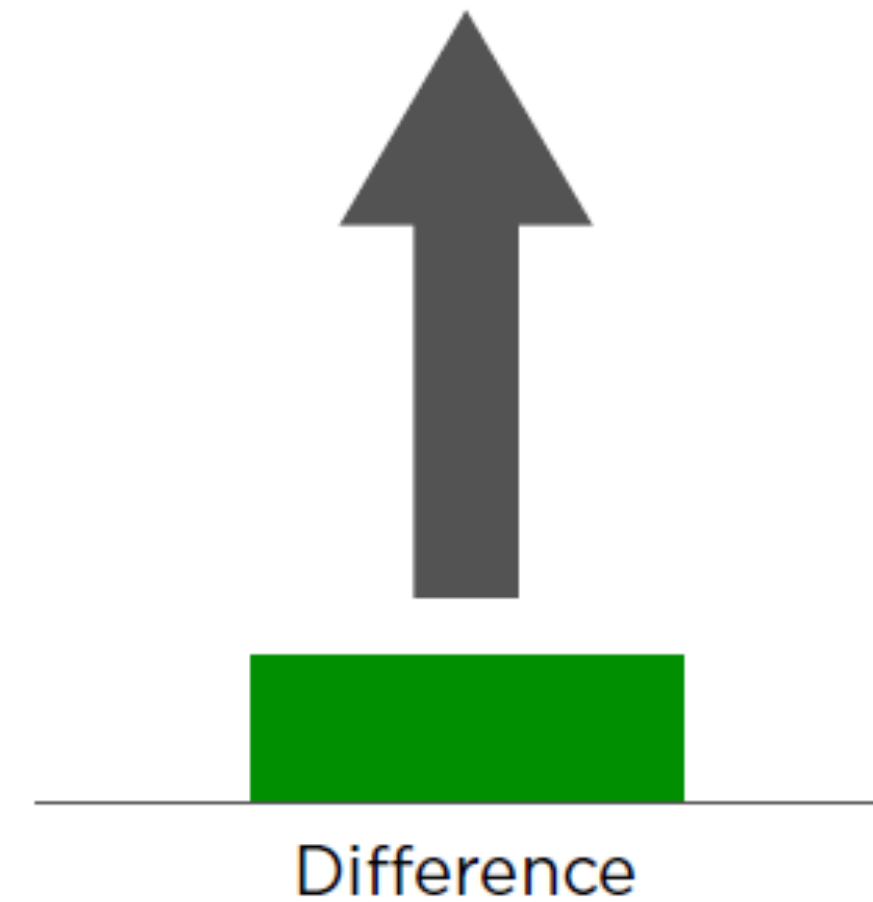
*How do local publishers compare?*

## 51.1%
Moat Canada Q1 2017

**Desktop Display**
Agency Viewable
Benchmark

**Definition:**
100% or large ad, human, no time minimum

## 58.4%
Canadian Publishers Q1 2017

**Desktop Display**
Agency Viewable
Benchmark

**Definition:**
100% or large ad, human, no time minimum

## +14%

Difference

# Viewability Benchmarks: MRC Definition – Mobile Display

## *How do local publishers compare?*

*"Attention Economy-Canada Deep Dive" Report Q1, 2017*
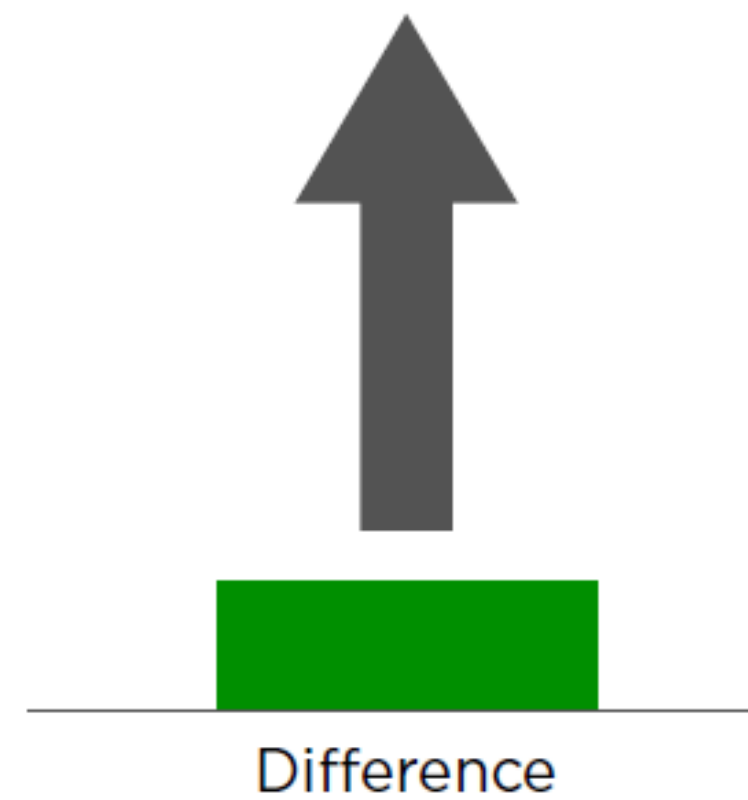
# Viewability Benchmarks: 'Agency' Definition – Mobile Display

## *How do local publishers compare?*

## 45.5%
Moat Canada Q1 2017

### Mobile Display
Agency Viewable
Benchmark

**Definition:**
100% or large ad, human, no time minimum

## 47.5%
Canadian Publishers Q1 2017

### Mobile Display
Agency Viewable
Benchmark

**Definition:**
100% or large ad, human, no time minimum

## +4%

Difference

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MOAT  Moat measures viewability on YouTube

MOAT  Moat measures viewability on Snapchat

MOAT   *"Attention Economy-Canada Deep Dive" Report Q1, 2017*

# Invalid Traffic Benchmarks: Desktop Display

## *How do local publishers compare?*



3.1%

Moat Canada Q1 2017

Desktop Display
Invalid Traffic
Benchmark

1.5%

Canadian Publishers Q1 2017

Desktop Display
Invalid Traffic
Benchmark

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

# Invalid Traffic Benchmarks: Mobile Web Display

*How do local publishers compare?*

## 1.1%
Moat Canada Q1 2017

Mobile Web Display
Invalid Traffic
Benchmark

## 0.2%
Canadian Publishers Q1 2017

Mobile Web Display
Invalid Traffic
Benchmark

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

# Invalid Traffic Benchmarks: Desktop Display (Data Centre, Spider, Excessive Activity)

## *How do local publishers compare?*

| 2.4% | 0.1% | 0.1% |
|:---:|:---:|:---:|
| Moat Canada Q1 2017 | Moat Canada Q1 2017 | Moat Canada Q1 2017 |
| Desktop Display<br>Data Center Traffic<br>Rate | Desktop Display<br>Spider<br>Rate | Desktop Display<br>Excessive Activity<br>Rate |
| 0.7% | 0.1% | 0.4% |
| Canada Publishers Q1 2017 | Canada Publishers Q1 2017 | Canada Publishers Q1 2017 |

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

# Invalid Traffic Benchmarks: Mobile Display (Data Centre, Spider, Excessive Activity)

*How do local publishers compare?*

| 1.0% | <.1% | <.1% |
|------|------|------|
| Moat Canada Q1 2017 | Moat Canada Q1 2017 | Moat Canada Q1 2017 |
| Mobile Display Data Center Traffic Rate | Mobile Display Spider Rate | Mobile Display Excessive Activity Rate |
| 0.1% | <0% | <0% |
| Canada Publishers Q1 2017 | Canada Publishers Q1 2017 | Canada Publishers Q1 2017 |

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

MOAT    *"Attention Economy-Canada Deep Dive" Report Q1, 2017*

# Invalid Traffic Benchmarks: Desktop Display (Automated/ Incongruous Browser, Invalid Proxy)

## *How do local publishers compare?*

| 0.2% | 1.1% | 0.4% |
|---|---|---|
| Moat Canada Q1 2017 | Moat Canada Q1 2017 | Moat Canada Q1 2017 |
| Desktop Display **Automated Browser Rate** | Desktop Display **Incongruous Browser Rate** | Desktop Display **Invalid Proxy Rate** |
| <.1% | 0.4% | 0.3% |
| Canada Publishers Q1 2017 | Canada Publishers Q1 2017 | Canada Publishers Q1 2017 |

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

# Invalid Traffic Benchmarks: Mobile Display (Automated/ Incongruous Browser, Invalid Proxy)

## *How do local publishers compare?*

| <.1% | 0.4% | 0.2% |
|---|---|---|
| Moat Canada Q1 2017 | Moat Canada Q1 2017 | Moat Canada Q1 2017 |
| Mobile Display **Automated Browser Rate** | Mobile Display **Incongruous Browser Rate** | Mobile Display **Invalid Proxy Rate** |
| <.1% | .1% | <.1% |
| Canada Publishers Q1 2017 | Canada Publishers Q1 2017 | Canada Publishers Q1 2017 |

- real-time
- transparent approach
- impression level
- front-end raw signals
- back-end algorithm

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Moat measures viewability on Snapchat

MOAT   *"Attention Economy-Canada Deep Dive" Report Q1, 2017*

# Attention Defined

## "The Key to Branding"

*"The attention metric performance is determined by audience engagement, which is influenced by the publisher both in terms of the content that they produce as well as the site design."*

MOAT 🐦
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Moat measures viewability on Snapchat

MOAT          *"Attention Economy-Canada Deep Dive" Report Q1, 2017*

# Attention Benchmarks: Desktop Display
## (Active Page Dwell Time)

*How do local publishers compare?*



### 50.6s
Moat Canada Q1 2017

Desktop Display
Active Page Dwell Time
Benchmark

Definition:
Average time spent on page with window in-focus

### 56.2s
Canada Publishers Q1 2017

Desktop Display
Active Page Dwell Time
Benchmark

Definition:
Average time spent on page with window in-focus
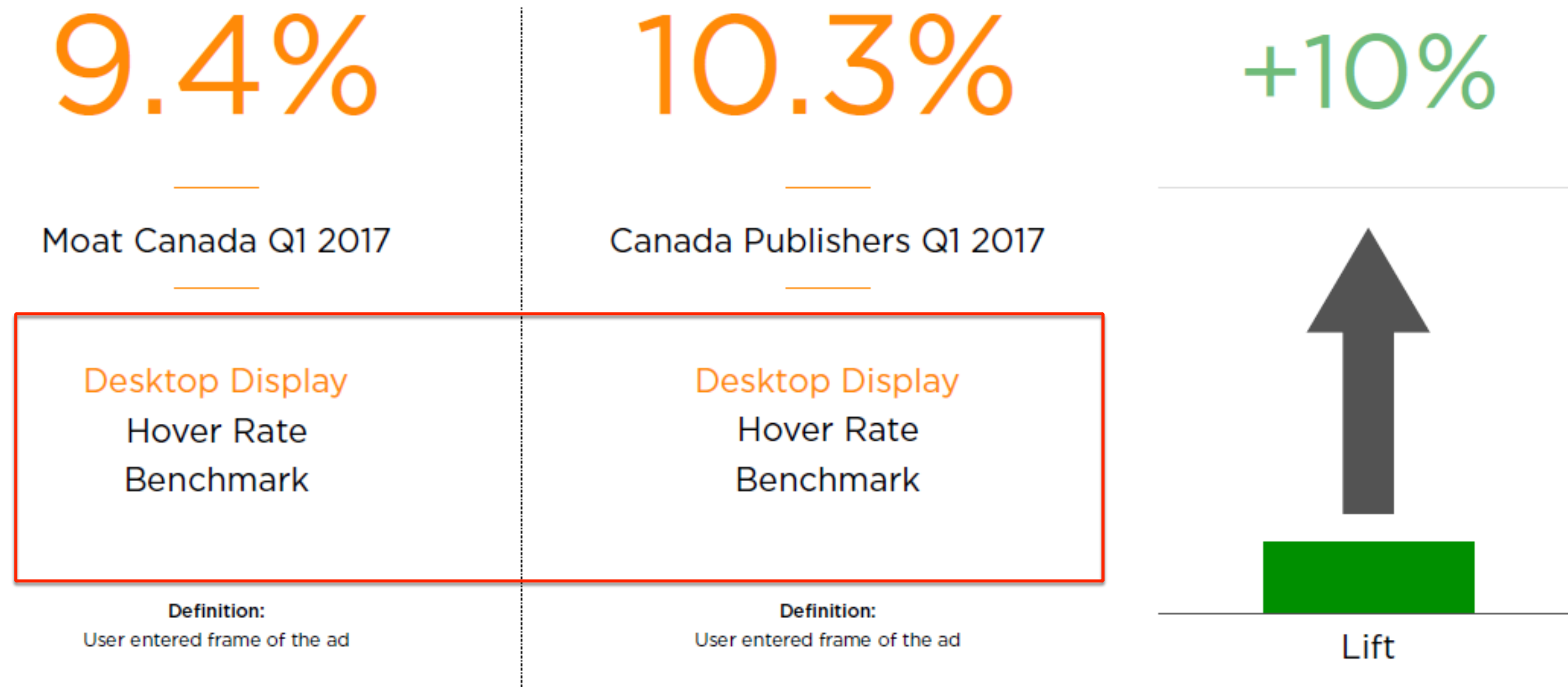
### +11%

Lift

**What is Active Page Dwell Time?**

Active Page Dwell Time = Average length of time the user was on the page with the window in-focus. A higher than benchmark Active Page Dwell time indicates that the users coming to this group of sites are spending 11% more time on the page than the benchmark for all Canadian publishers.
Source: Moat

# Attention Benchmarks: Desktop Display
## (Hover Rate)

*How do local publishers compare?*

**9.4%**

Moat Canada Q1 2017

Desktop Display
Hover Rate
Benchmark

Definition:
User entered frame of the ad

**10.3%**

Canada Publishers Q1 2017

Desktop Display
Hover Rate
Benchmark

Definition:
User entered frame of the ad

**+10%**

Lift

**What is the Hover Rate?**

Hover Rate = The percentage of impressions resulting in a user hovering on an ad. Hover rate illustrates anytime a user on a desktop browser enters into the frame of an ad with his or her mouse. A higher than average hover rate indicates that users are engaged with the content and ads that surround that content. Source: Moat

# Attention Benchmarks: Desktop Display
## (In-view Time > 30 second benchmark)

*How do local publishers compare?*
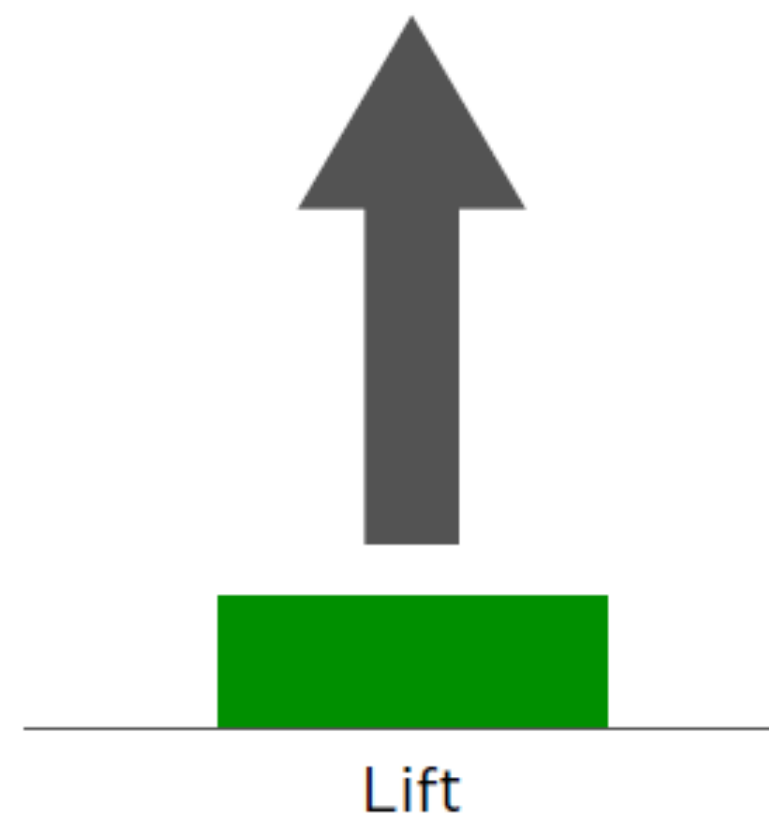
## 12.0%
Moat Canada Q1 2017

Desktop Display
In-View Time > 30s
Benchmark

Definition:
50% for 30 seconds

## 14.0%
Canada Publishers Q1 2017

Desktop Display
In-View Time > 30s
Benchmark

Definition:
50% for 30 seconds

## +17%

Lift

**What is In-View Time?**

In-View Time > 30 Sec Rate = Percentage of In-View impressions where the ad was In-View for at least 30 seconds. Bringing the ad in-view for 30+ seconds more frequently than the Canadian benchmark, leads to greater exposure for advertisers running on those sites.
Source: Moat

# Conclusion

The report indicates that the Canadian Publishers who participated in the study outperformed the custom benchmarks created for the metrics associated with viewability, Invalid Traffic and Attention.

IAB Canada continues to work with all publisher members to provide solutions, research and standards that will further improve these results over time.

Many thanks to Moat and the participating publishers for supporting this valuable research to our members and to the Canadian digital media industry.

Sonia Carreno
President, IAB Canada