



# Two Truths and a Lie about Converged Video Advertising

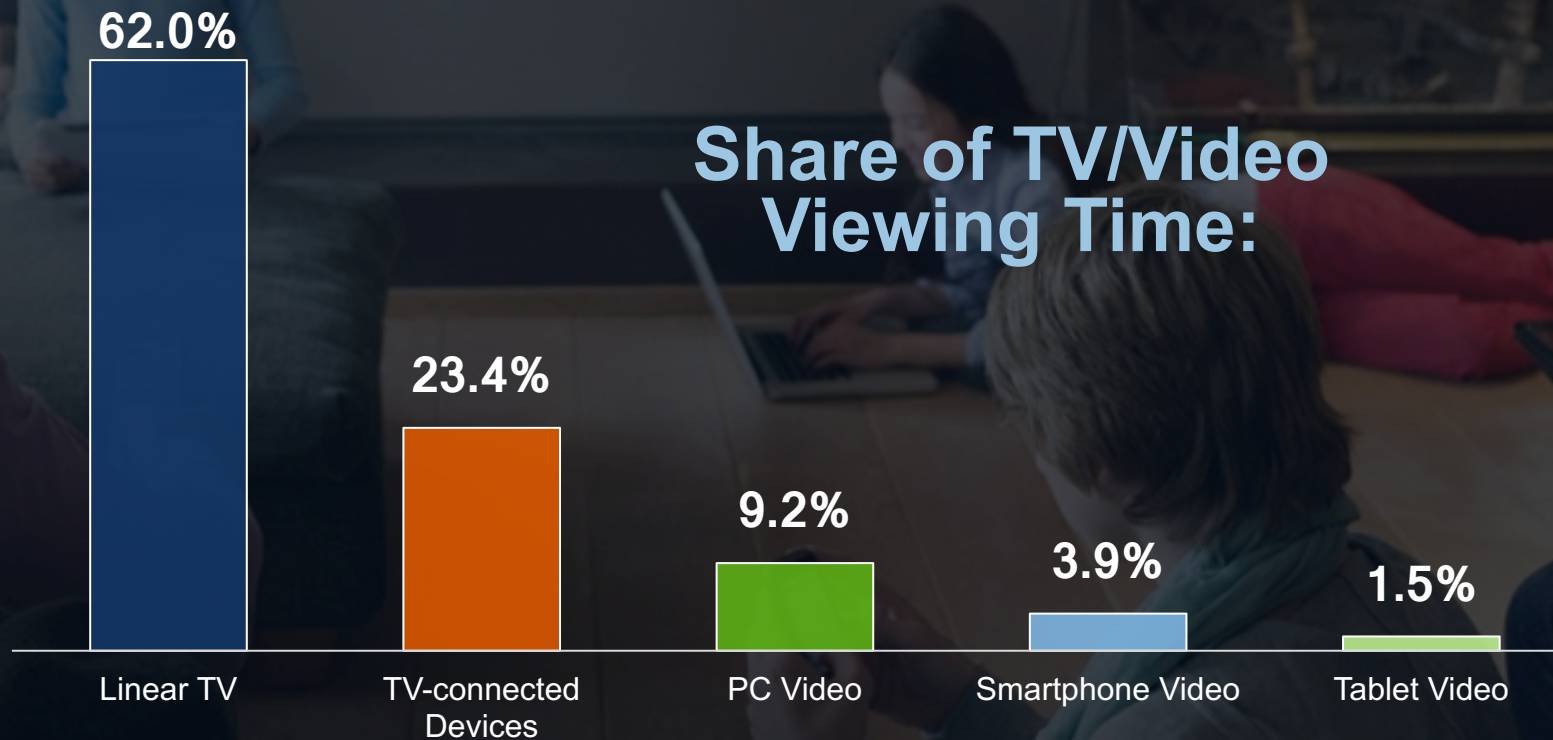
Driving Brand Results Through  
a Cross-Screen Approach



IAB Roadshow Canada

October 2017

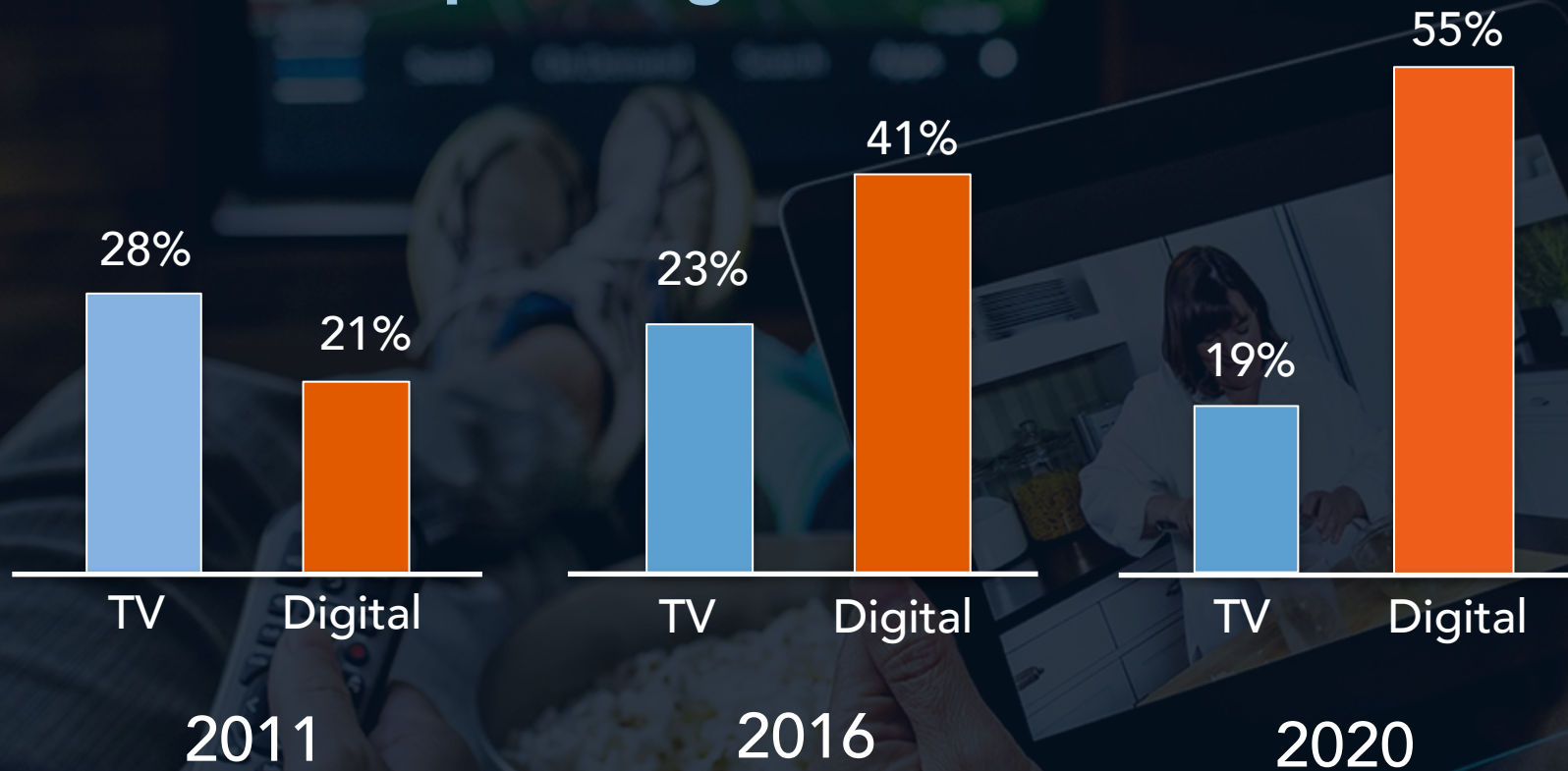
# Consumer TV Habits Are Shifting





# As a Result, Budgets Are Shifting...

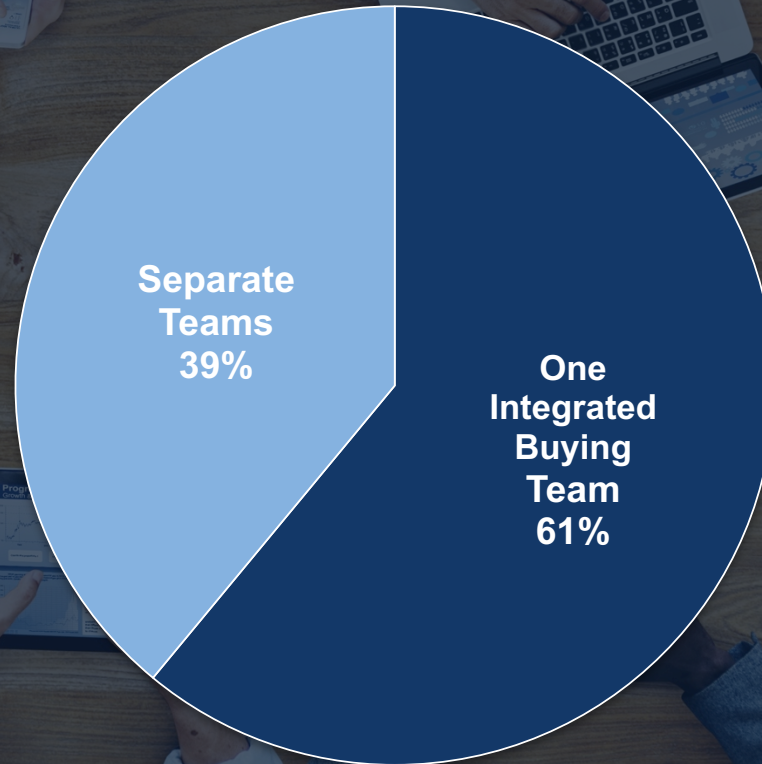
## Ad Spending Share in Canada:





# ...And Teams Are Shifting

**Organizational  
Approach to Digital  
Video & Linear TV  
Buying** *(among  
those buying both)*





# In Today's Complicated & Fragmented World, Sometimes It's Hard To Know What's True and What's a Lie



TRUTH

The opportunity to be seen is a requirement for success, including effective viewability and fraud management



TRUTH

Just because you can, doesn't mean you should when it comes to targeting



LIE

The ability to bring digital precision to TV advertising is still years away





**#1**

**The opportunity to be seen is a requirement for success, including effective viewability and fraud management**



# Ensure Your Ad Is Seen... By a Human



**Brand safety**



**Viewability**




**Non-human traffic**

# The Importance of Brand Safety

americas asia middle east africa australia cities development UK

## Violence continues in Greece as rioters firebomb buildings


Protesters in Athens torch offices and cars amid clashes with police after memorial for teenager



A youth assaults a police officer in Athens during a week of riots after the shooting of a teenager. Photograph: Bela Szandelszky/AP

Violent protests continued in [Greece](#) last night as hundreds of rioters fought running battles with police in central Athens and firebombed the offices of a credit checking agency.

The violence erupted following a memorial gathering at the spot where 15-year-old Alexandros Grigoropoulos died on 6 December after being shot by a



Win a mini-vacation in gorgeous Greece!

## Anatidaephobia - The Fear That You are Being Watched by a Duck

December 08, 2008 by [Tammy Duffey](#)

Single page Font Size Read comments (44) Share

Popular searches: [YouTube](#) [Rihanna](#) [Tiger Woods](#) [Search more](#)

WAS THIS HELPFUL?  
137  
CLICK TO VOTE

watched by a duck. The anatidaephobic watches.

ese or swans and "phobos"

ephobia?

us, the person coping with Anatidaephobia experienced a real-life trauma. For the anatidaephobic individual, this trauma most likely occurred during childhood.

Perhaps the individual was intensely frightened by some species of water fowl. Geese and swans are relatively well known for their aggressive tendencies and perhaps the anatidaephobic person was actually bitten or flapped at. Of course, the Far Side comics did little to minimize the fear of being watched by a duck.

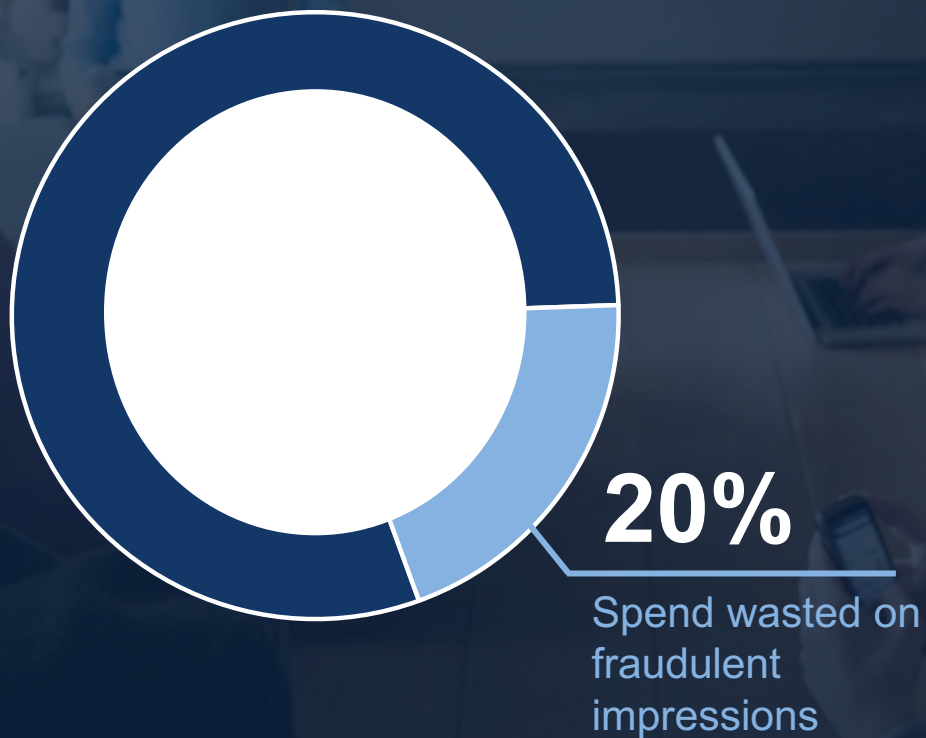


Aflac  
We've got you under our wing.  
Learn More Now



# The Enormous Cost of Ad Fraud

2016 Total Digital Ad Spend



It's estimated that brands could lose **\$16.4 Billion** globally to Online Advertising Fraud in 2017

# Taking a stand against Ad Fraud

Work together with your Ad Tech provider to defeat ad fraud. Be sure your solution includes these elements:

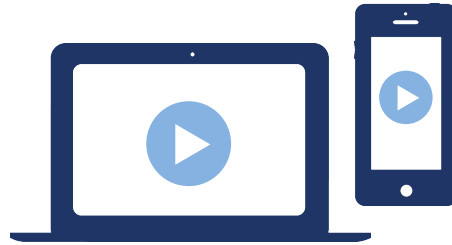
- ✓ **Whenever, Wherever.**
- ✓ **Every Impression.**
- ✓ **Focus on Certainty.**



# Defining Viewability

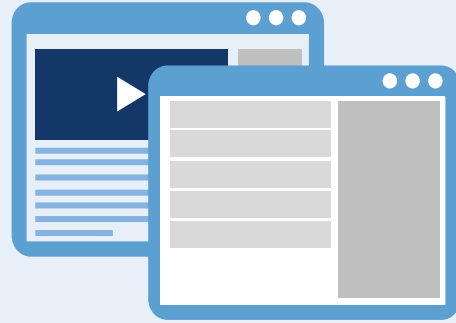
*In an attempt to set standards, the Media Rating Council issued **viewable “guidelines”** it created with input from the Interactive Advertising Bureau.*

PC & Mobile  
Video



- 2 continuous seconds
- 50%+ pixels in view

# What Video Ads Qualify As Viewable?



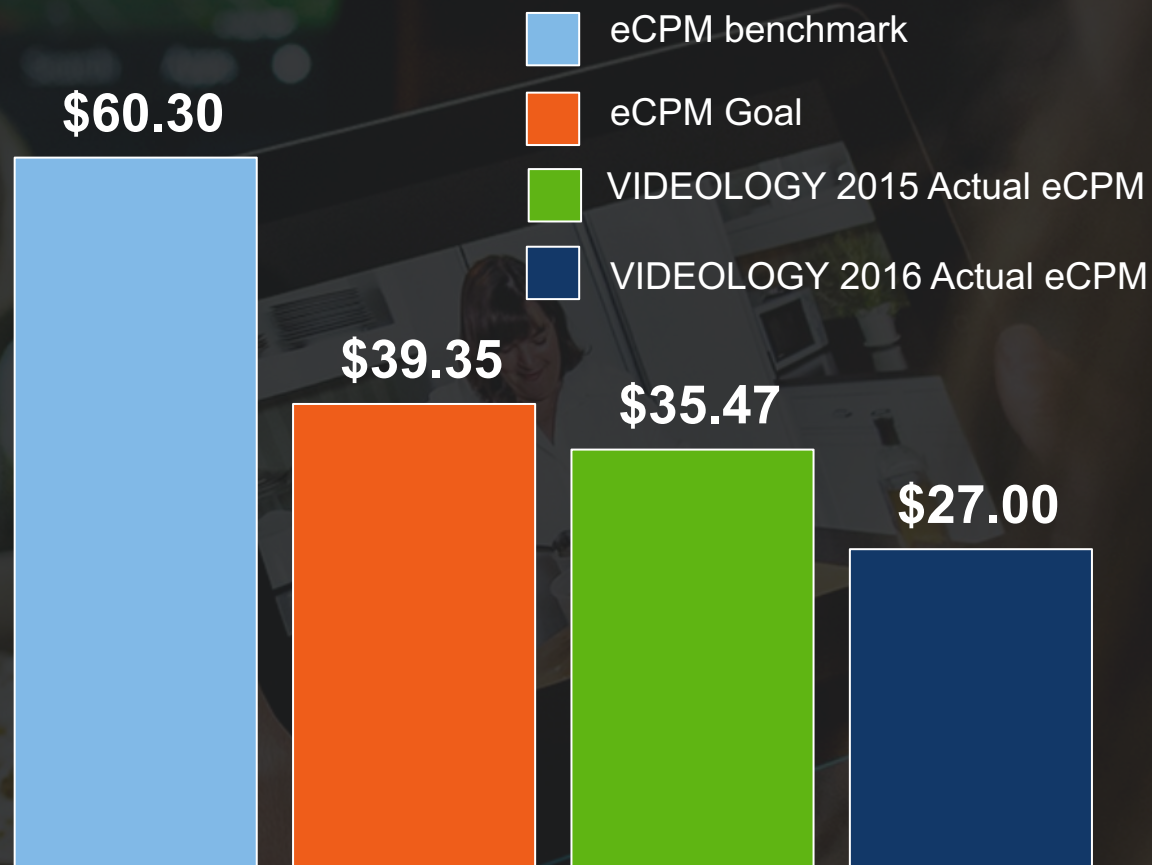


# Quality Comes with a Cost.... But It Pays Off

Effective CPM (eCPM) Goal and Performance

## CASE STUDY:

Videology delivered >250% eCPM improvement vs client benchmark by taking a strong stance on viewability and ad fraud.





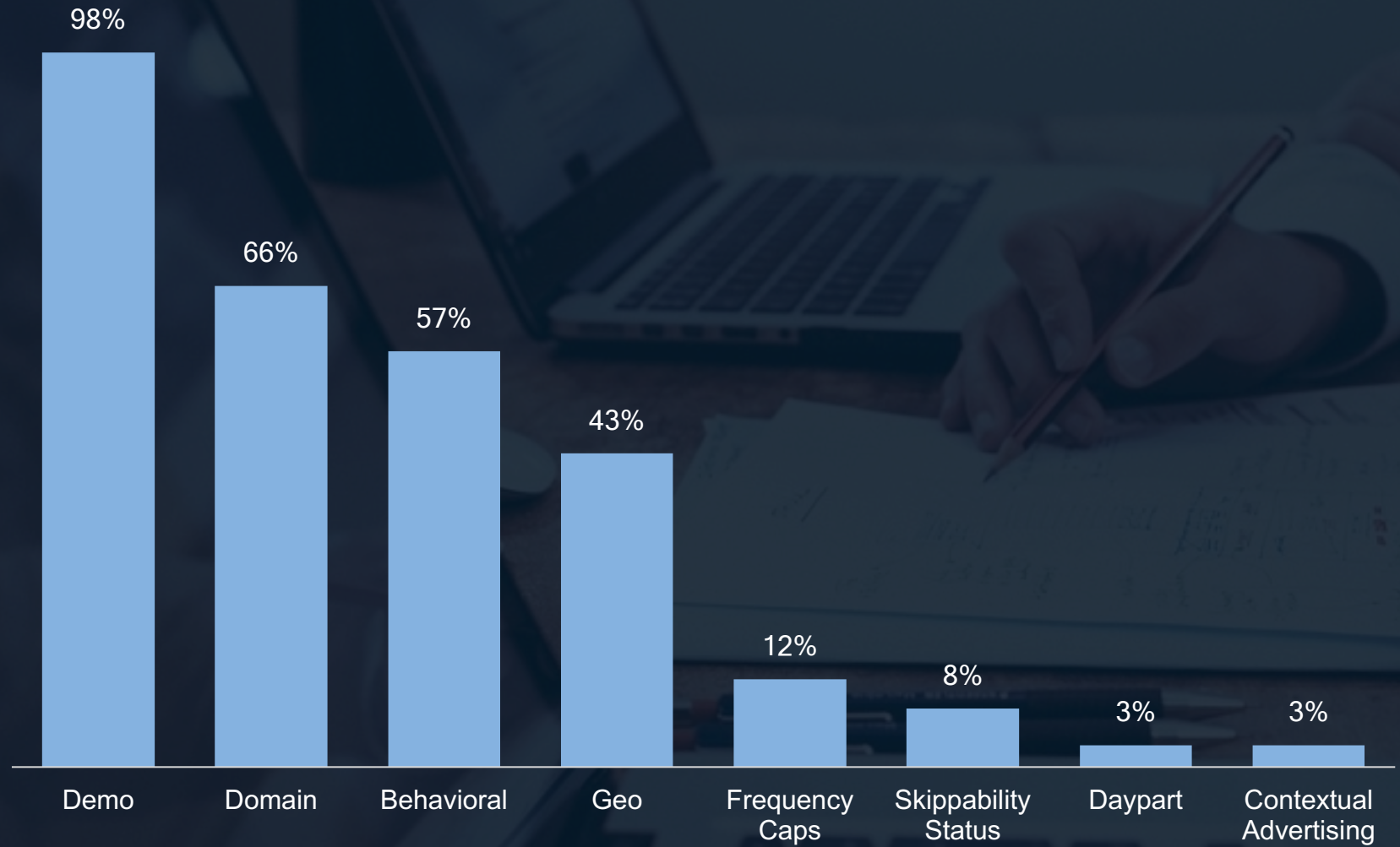
An overhead view of a group of people sitting around a large wooden table in a meeting. Several individuals are using mobile devices: a laptop, a tablet, and multiple smartphones. The scene is dimly lit with a blue tint, and the text is overlaid in the center.


# #2

Just because you can,  
doesn't mean you should  
when it comes to targeting



# Targeting Approaches for Online Video





“We targeted too much, and we went too narrow. And now we’re looking at: What is the best way to get the most reach but also the right precision?”

**P&G** CMO Marc Pritchard, explaining why his company is moving away from targeted Facebook ads.



# When Done Right, Age + Gender Targeting Is As Effective As Advanced Targeting

Videology helped a major CPG company identify the best targeting tactics for driving incremental household penetration and sales.

**Audience Sales Lift Comparisons**  
(shown as an index)



A dark, semi-transparent background image showing a person's hands holding a remote control and a tablet. The tablet displays a video of a woman in a kitchen. In the background, a television screen shows a soccer game. The overall scene suggests a multi-screen viewing experience.

# #3

The ability to bring  
digital precision to TV  
advertising is still  
years away



# The Future of TV Is Now


Advanced TV—incorporating greater data-enablement—brings varying levels of addressability.

1: Many


## Traditional Demo-based Buying



 = Audience Buy

 = Traditional Buy

 = Strategic Target

 = Waste

High Index/Strategic Target

## Data-enabled Audience-based Buying




1:HH

## Addressable TV Buying



 = Household Buy

 = Strategic Target

 = Waste

# Most Scalable, Immediate Path to Addressability is DETV

DETV done right allows advertisers to use data— across screens—to produce actionable results

## Advanced Audience Targeting

In the US...1st Party & Custom Audiences  
Dominate Advanced Targeting

## Cross-Screen Planning

Target the same strategic or 1<sup>st</sup> party audience across TV &  
Digital

## Real-time Planning to Create Optimal Plan

Activates real-time planning against data and avails



# How Can Advertisers Use Data-Enabled TV?

**MAXIMUM REACH**  
(FOR NEW PLANS)



**AUDIENCE  
CONCENTRATION**

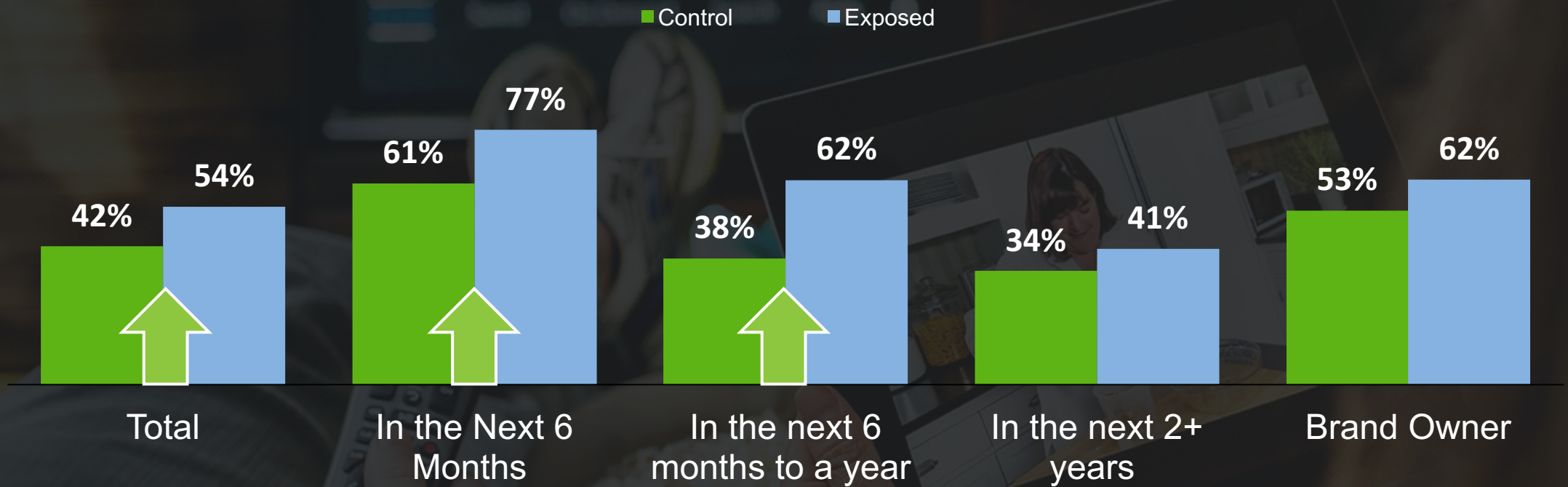


**EXTENDED REACH**  
(FOR EXISTING PLANS)



# DETV Drives Measurable Brand Lift

Case Study: Major Auto Advertiser







## Canadian Broadcaster Bell Media Banks On Premium Programmatic

## What's next for 2017: Television

As the world prepares for traditional TV to be overtaken by digital, the year will be seen as make-or-break for programmatic television.

Media<sup>™</sup>  
IN CANADA



## Largest Canadian broadcasters embrace programmatic TV with Videology

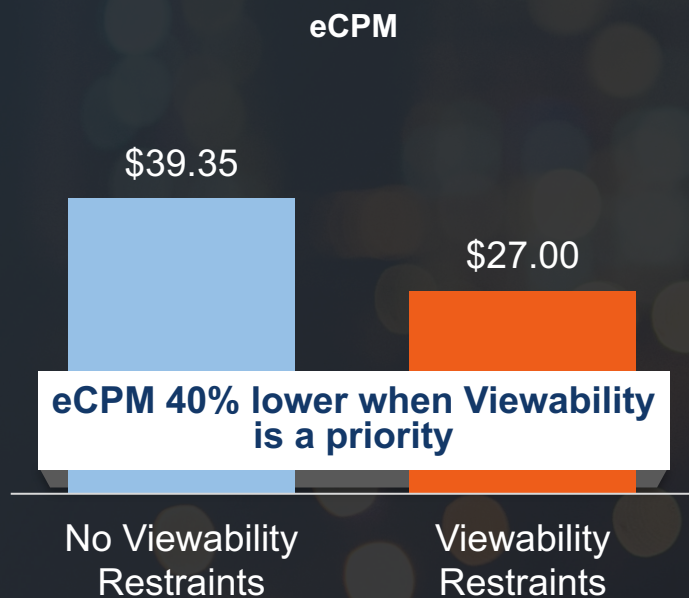
Media<sup>™</sup>  
IN CANADA

Programmatic to hit Canadian screens this fall

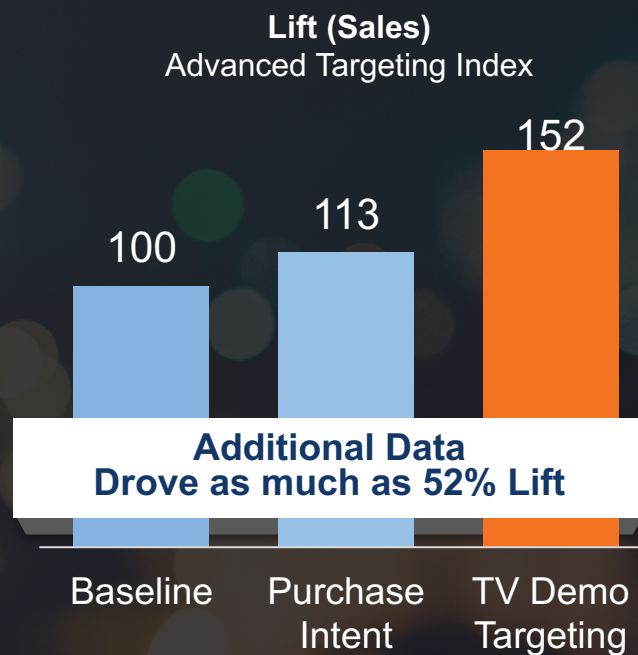


# There Are Three Ultimate Truths

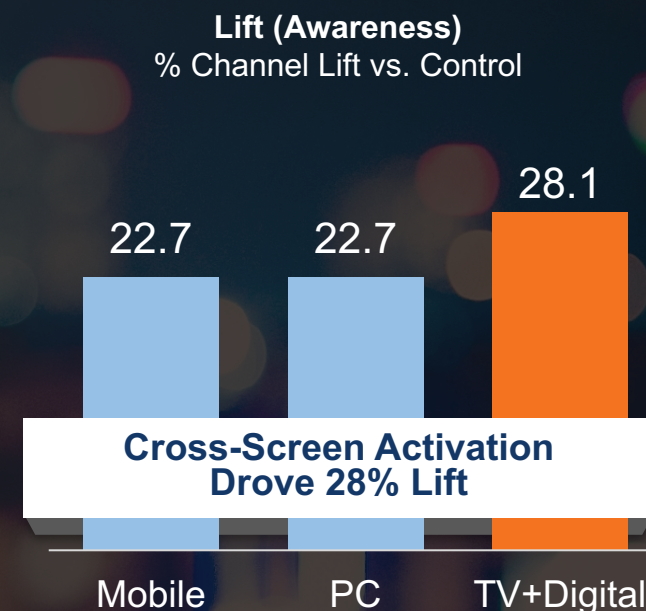
## Viewability Matters



## Digital Can Learn from TV



## Convergence Drives Optimal Results







# Thank You

Questions?