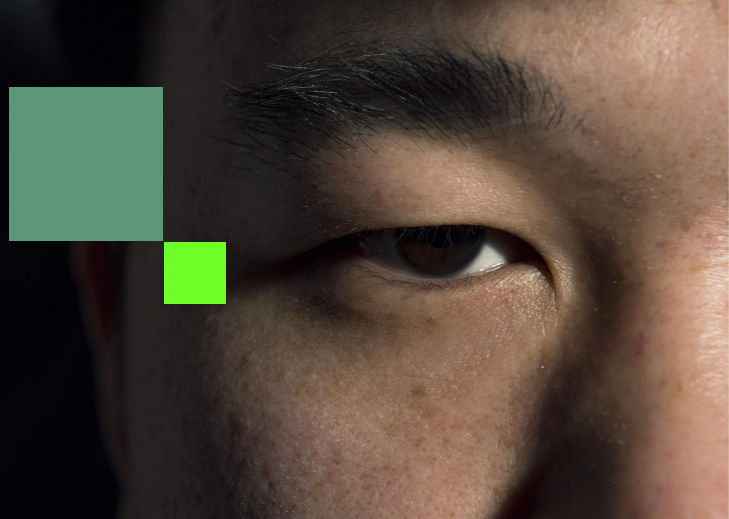




CUSTOM VIEWABILITY

Set your own standard



Not all viewability metrics are created equal. Regardless of the device or ad environment, advertisers need the ability to apply their own definition of a viewable impression to their campaigns. That's why IAS has developed a framework that allows you to easily set a custom standard that makes sense for your unique business goals. Whether you want to apply the MRC standard or your own custom viewability definition to your campaigns, IAS has the framework for you to easily establish the standard that matters to your business.

WHAT YOU GET

Flexible customizations using a number of parameters beyond just media and device type

Turnkey set up process for operational efficiency for your team

Define and customize viewability metrics to align with your business goals

Global coverage to support your business worldwide

HOW WE HELP



EASE OF SETUP

Our framework is designed to set up your custom viewability standard with the most flexibility, highest degree of efficiency, and quickest turnaround in the market. We've done this globally and can launch a new definition in as little as one day.



GRANULAR REPORTING

Access your custom metrics directly in our UI as part of the overall viewability report as well as in a separate, dedicated dashboard. Take advantage of impression-level reporting and understand how your campaigns are performing holistically.



TRANSACTION WITH CONFIDENCE

Put your specific business goals first, and decide on the viewability definition that is right for you. By remaining at the forefront of custom viewability, IAS's close work with both the buy and sell side continues to drive the industry toward tying customization to billable, discrepancy-free metrics.

To get started, contact your **IAS representative**.

