

# Programmatic and RTB – a Perspective for Publishers on Delivering Trust and Value

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**comScore**





SCARCITY – EMOTIONS – TRUST



**SCARCITY** – EMOTIONS – TRUST







SCARCITY – **EMOTIONS** – TRUST



**1939**

10% OF ENGAGEMENT RINGS HAD DIAMONDS

A DIAMOND IS **FOREVER**





1990

80% OF ENGAGEMENT RINGS HAD DIAMONDS

BEST ADVERTISING SLOGAN OF 20TH CENTURY

AdvertisingAge



Photo: David A. / photo by the New York Institute of Photo Arts

The New York Institute of Photo Arts

Forevermark is a diamond  
that is as rare as the love it represents.  
It is a diamond that is as timeless as the love it represents.  
It is a diamond that is as precious as the love it represents.

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Forevermark is a diamond  
that is as rare as the love it represents.  
It is a diamond that is as timeless as the love it represents.  
It is a diamond that is as precious as the love it represents.



### *Lovely miracle... just for you*

In the springtime of love, the diamond truly reveals itself. And, like a miracle, it is a diamond that is as rare as the love it represents. It is a diamond that is as timeless as the love it represents. It is a diamond that is as precious as the love it represents.

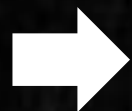
For you and for your children's children, until time's end.

**A DIAMOND IS FOREVER**





“Ask about color, clarity, and cutting — for these determine a diamond’s quality, contribute to its beauty and value. Choose a fine stone, and you’ll always be proud of it, no matter what its size.”



*Lovely miracle... just for you*

In the springtime of love, the De Beers' smile, most surely, find their home in your diamond. And, from earth, you, most engaged diamond, find yours, a lovely miracle, to tell your "unfathomable" love, for example, this happy, timeless, and precious love, your "diamond" story... the happy, timeless, the wedding and the birth of your story. Be you and be your children's children, 'till time's end.

**A DIAMOND IS FOREVER**

SCARCITY – EMOTIONS – **TRUST**

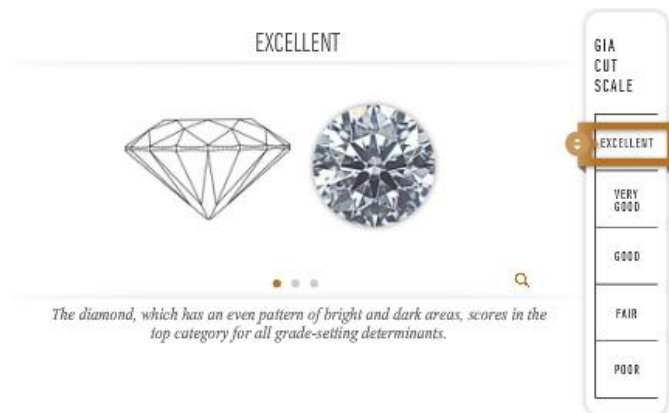


# The 4 C's: Trust & transparency between price & quality

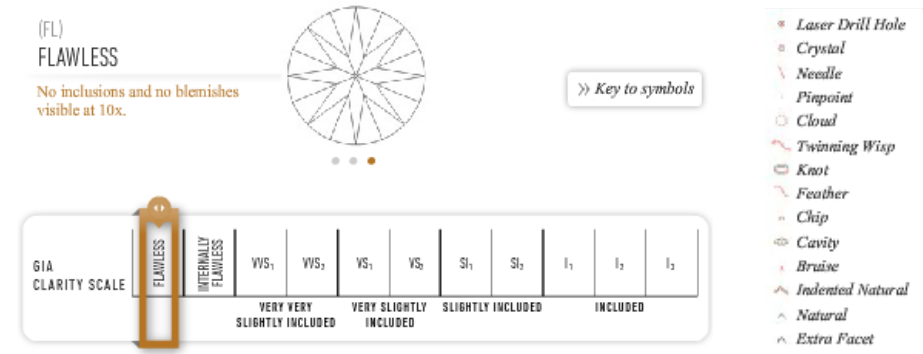
## Colour



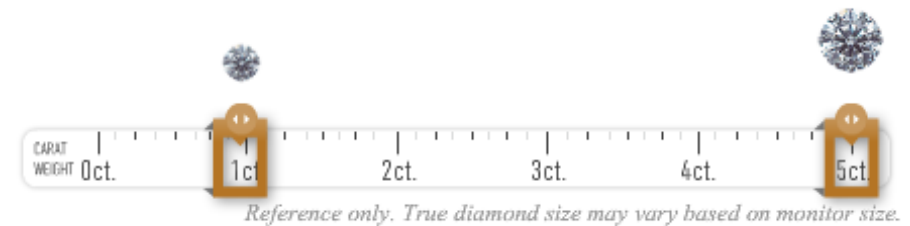
## Cut



## Clarity



## Carat



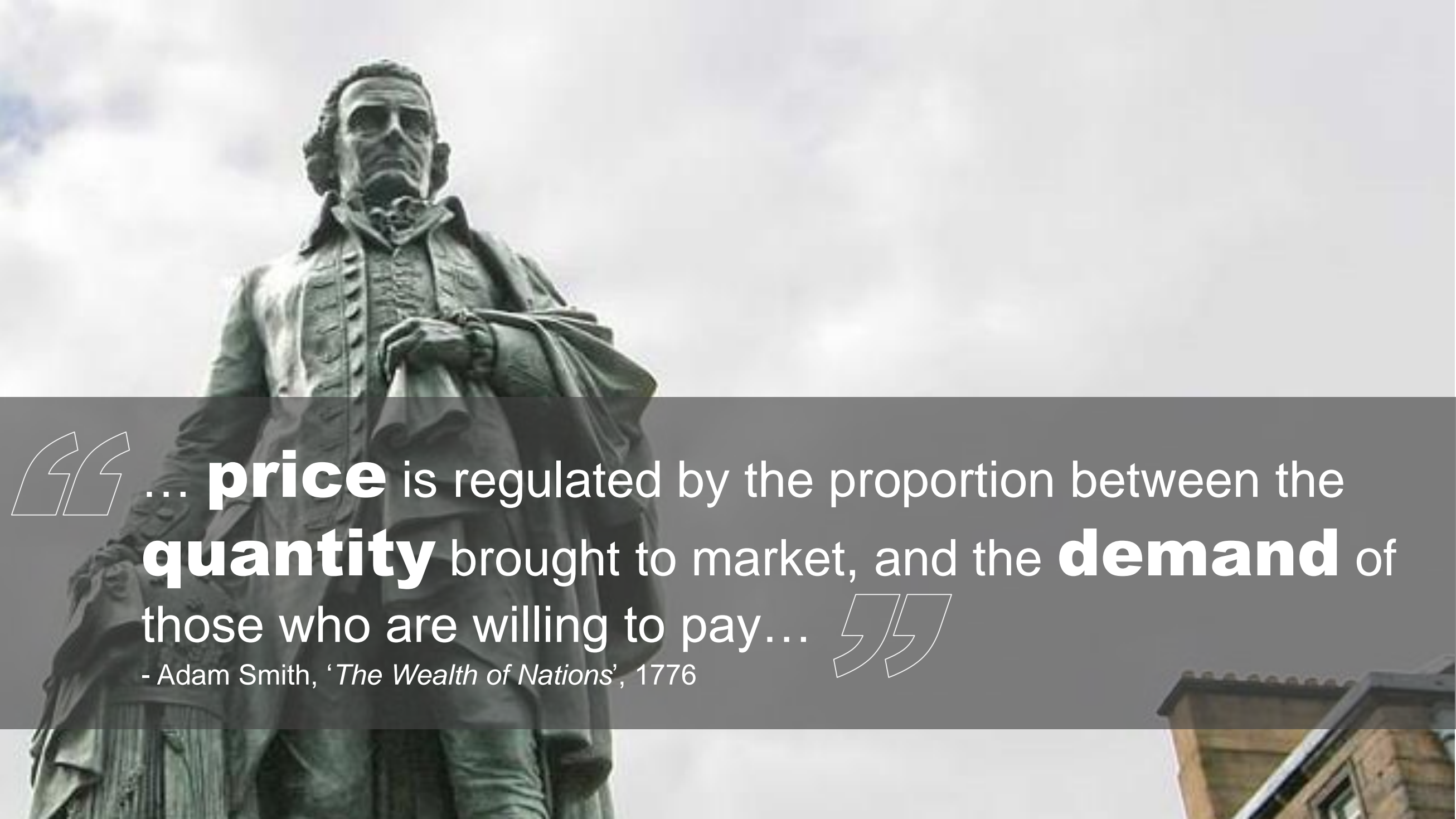


# SCARCITY – EMOTIONS – TRUST



# SCARCITY – EMOTIONS – TRUST



A low-angle shot of a bronze statue of Adam Smith, standing against a cloudy sky. The statue is dressed in 18th-century attire, including a powdered wig and a long coat. A semi-transparent dark grey banner is overlaid across the middle of the image, containing a quote in white text. The quote is enclosed in large, stylized white quotation marks. The background shows the top of a stone building in the bottom right corner.

“... **price** is regulated by the proportion between the **quantity** brought to market, and the **demand** of those who are willing to pay...”

- Adam Smith, *'The Wealth of Nations'*, 1776

TO FIX **SCARCITY** JUST FIX **TRUST**

# SCARCITY – **EMOTIONS** – TRUST







**HOW TO**

(NOT)

**FAIL**

WIEDEN+KENNEDY AMSTERDAM

**“JUST MOVE ME, DUDE”**

**DAN WIEDEN**

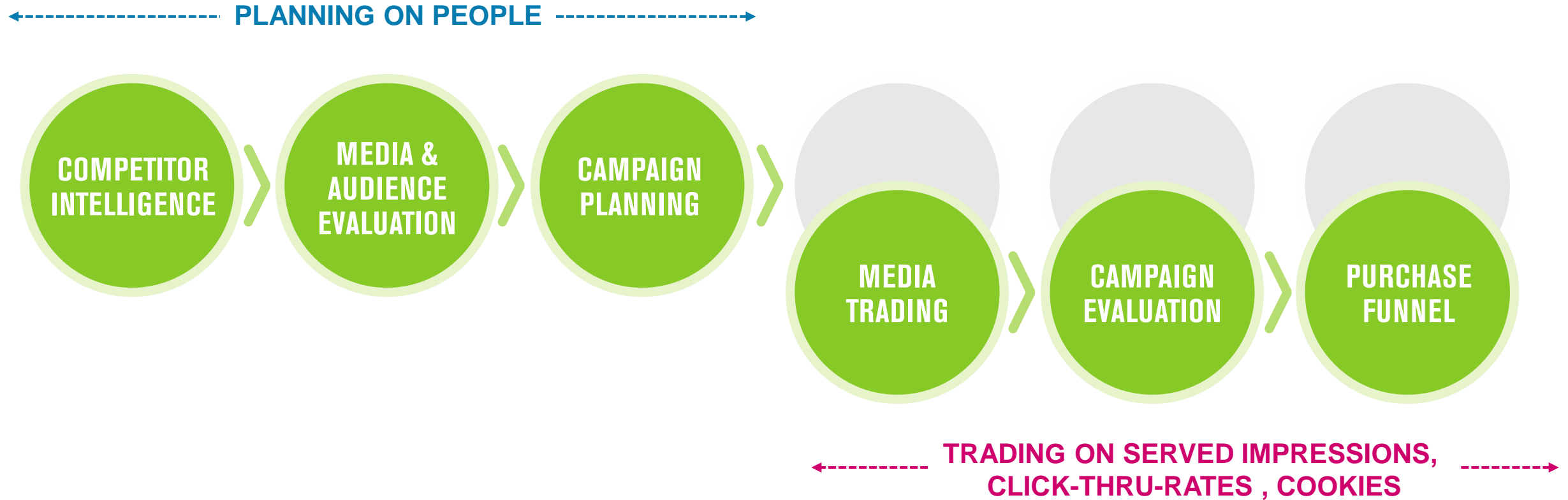
# Standards: Making Measurement Make Sense



To drive the growth of brand advertising online  
Making Measurement Make Sense Initiative (3MS)



# Digital ecosystem disjointed from itself & brand media



# Enable brand advertising - aligning digital with other media





# SCARCITY – EMOTIONS – **TRUST**



# The 4 keys: Trust & Transparency in Digital Ads

**I**n-view



**N**on-Human Traffic



**T**arget **A**udience



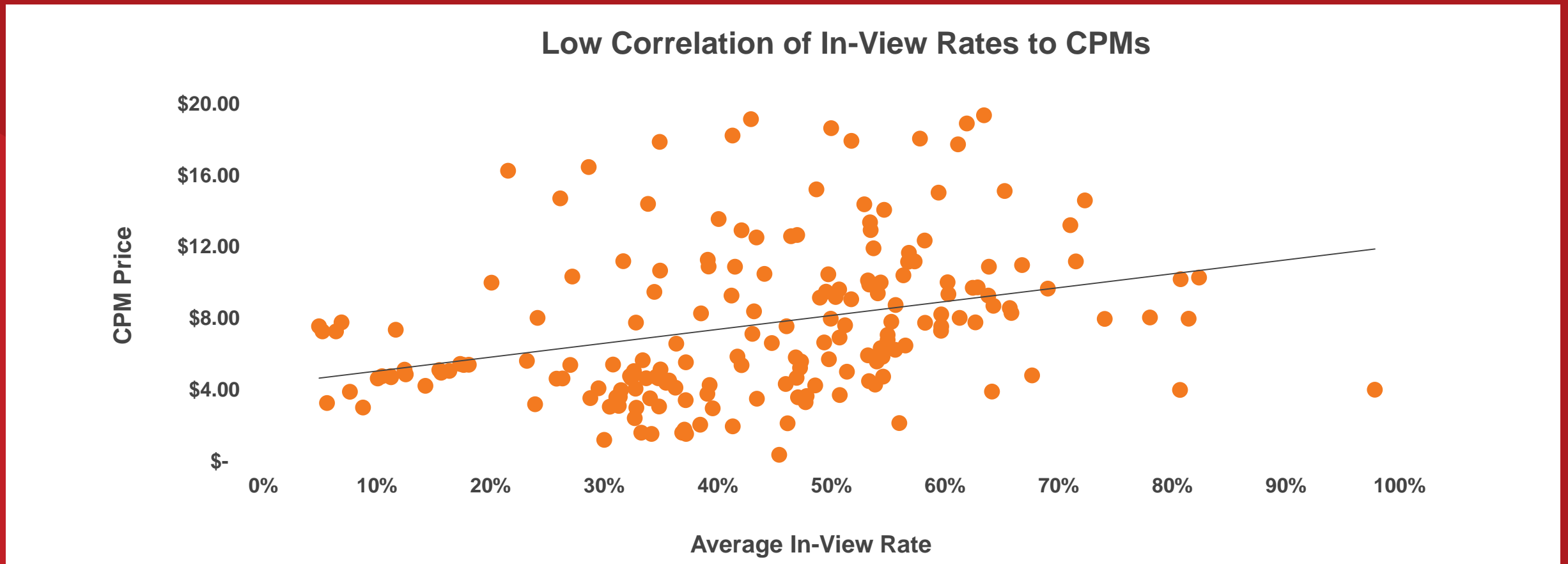
**B**rand Safety



# A market lacking transparency



Viewability measurement can help better align price and value

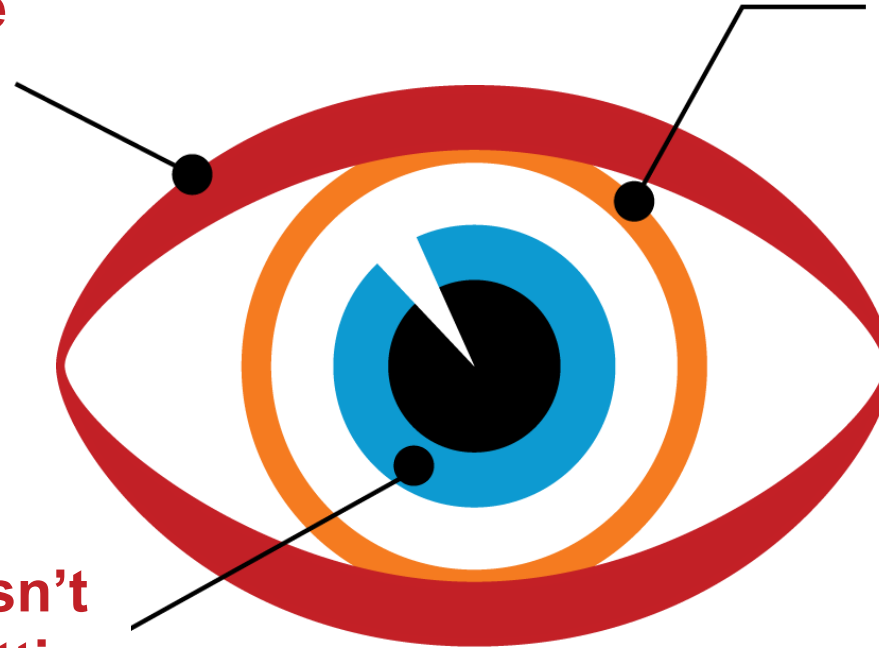


# In-view: why 100% isn't realistic

User leaves page  
before 1 second

Non-human traffic drives  
up impression counts,  
when a person never  
actually saw the ad

User's browser isn't  
on full-screen setting



# comScore in-view benchmarks



**51%**  
Spain



**50%**  
Italy



**41%**  
France



**38%**  
UK

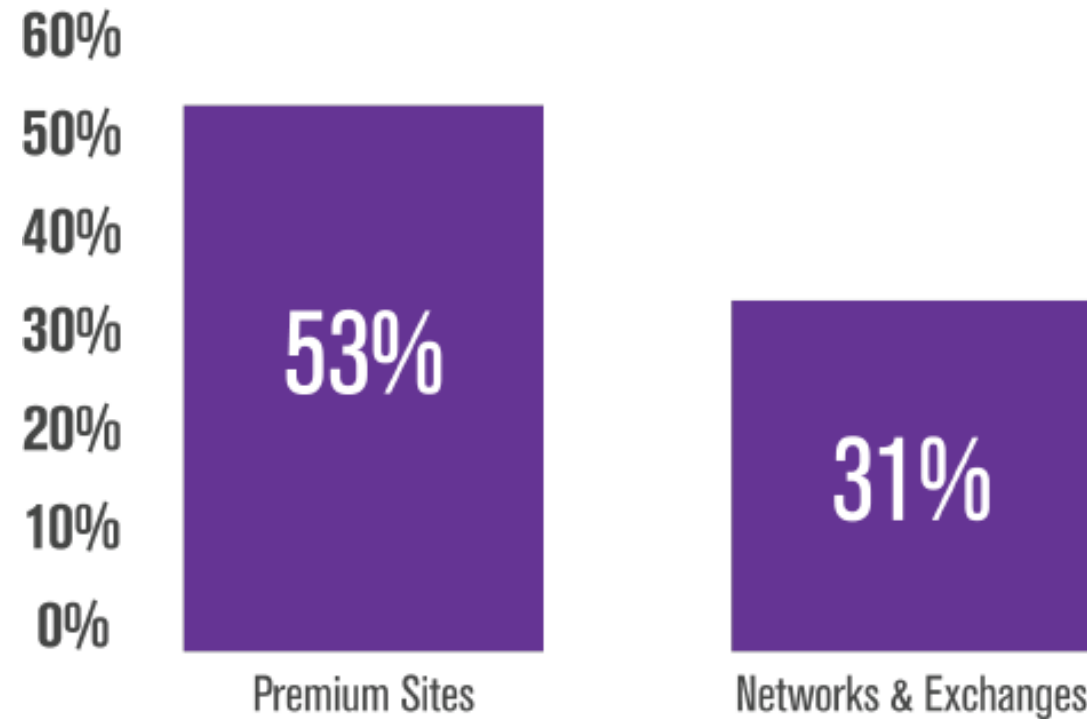




# Viewability rates vary by publisher and placement



% Ads Viewable by Placement Type



# In-target: why 100% isn't realistic

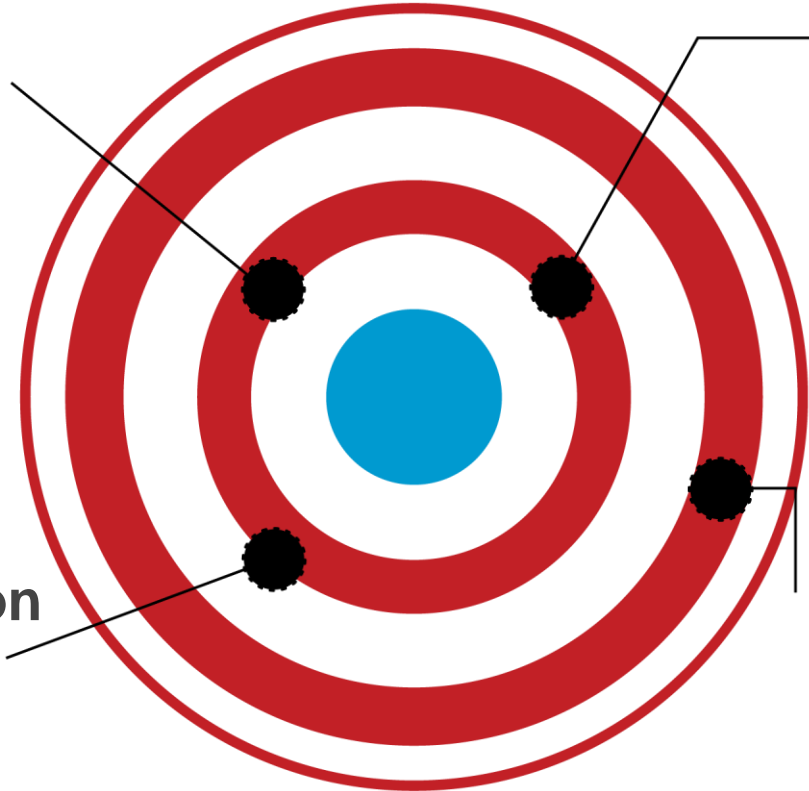


**Demographic data  
becomes outdated**

**More than half of  
computers are shared,  
so cookies can show  
ads to the wrong person**

**Not all registration  
data is accurate**

**Some targeting infers  
demography based on  
content consumption**



# comScore in-target benchmarks



**52%**  
France



**49%**  
Italy



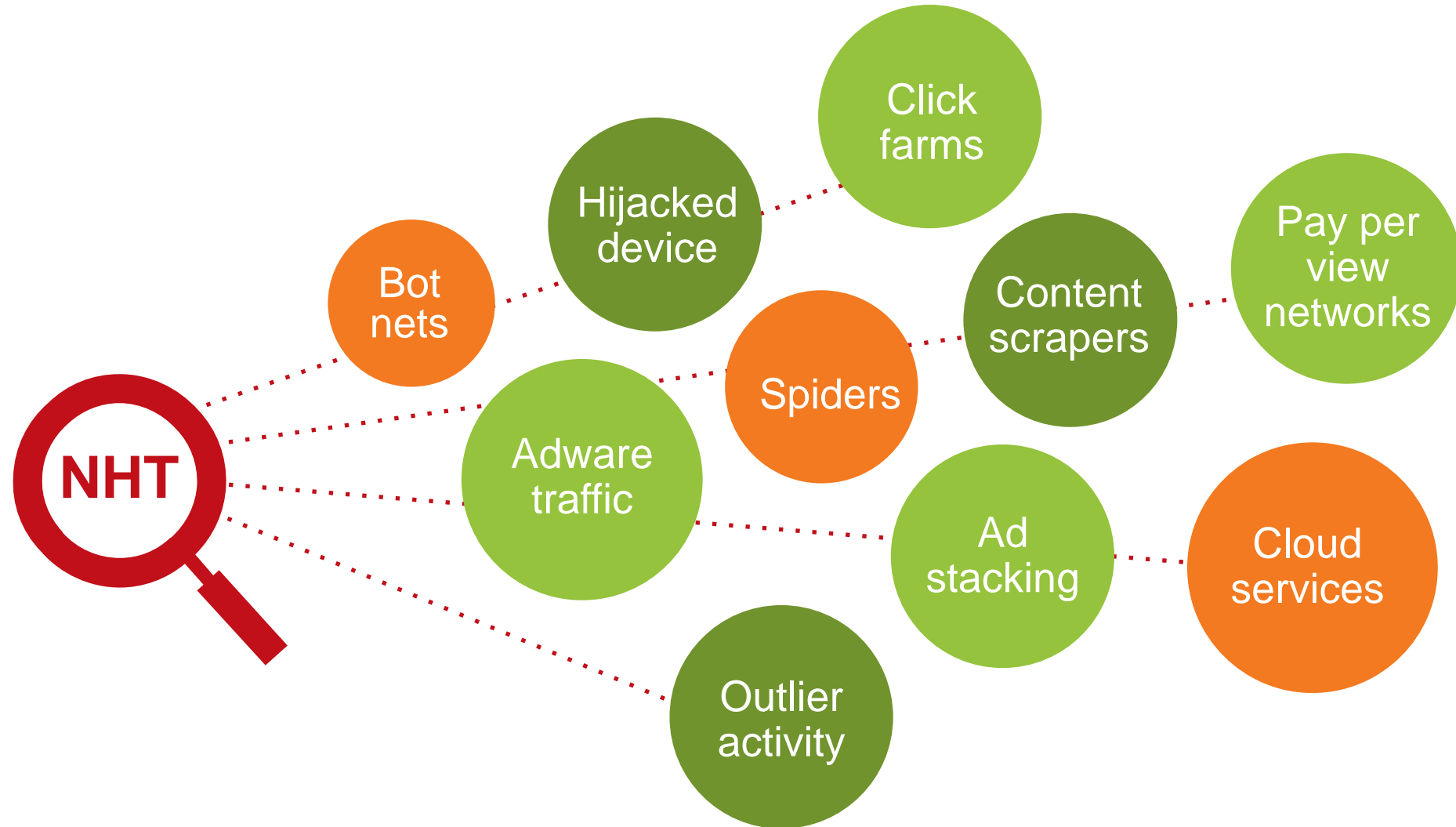
**45%**  
Spain



**41%**  
UK



# Non-Human Traffic



And many more...

# Advertising needs to reach actual *humans*



Non-Human Traffic can:

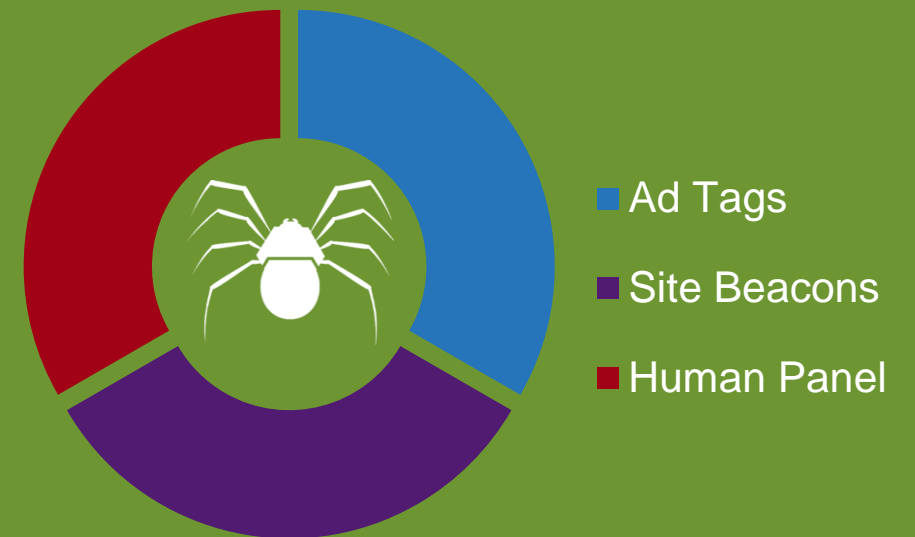
**Decrease** viewability rates

**Dilute** site audiences

**Increase** impression counts

**Create** mistrust in digital

## Triple Detection Technology



*comScore defines non-human traffic as traffic to a website that is generated – either intentionally or unintentionally – by non-human sources.*

# Trusted independent data is needed to reveal when:



A served ad  
impression has been  
**validated**



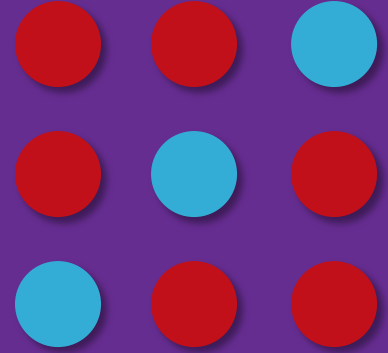
A target audience  
has been  
**reached**



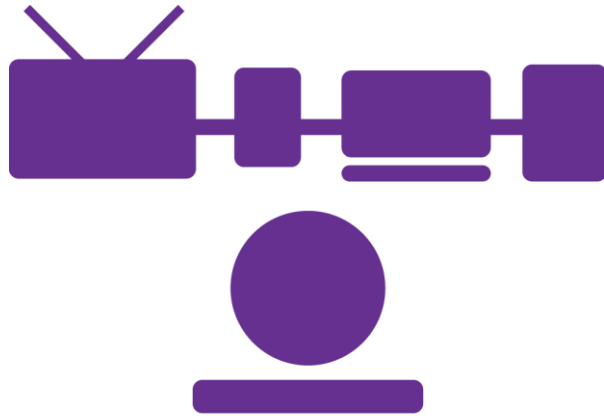
Online advertising  
is  
**working**

# What's Truly Needed for Trust? 9 Core Requirements

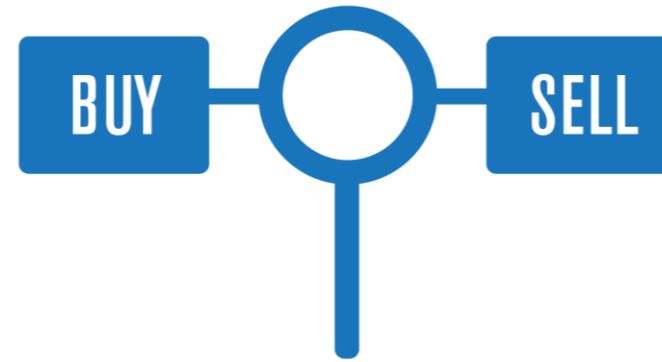
1. Inventory is actually coming from where it says it coming from
2. Quality can be vetted before purchase
3. There's transparency, yet bulk remnant inventory can still be sold
4. Multiple criteria can be used in evaluating quality
5. Evaluation is done at the level of the purchase
6. Automated buying quality measures align with manual buying quality processes
7. Pre and post buy evaluations are aligned to assess success
8. Works for the platforms and formats you use
9. Evaluation of quality is neutral, not judged by the inventory distributor or seller



# comScore makes audiences and advertising more valuable



*total view*  
OF THE CONSUMER



*trusted*  
INDEPENDENT METRICS



# SCARCITY – EMOTIONS – TRUST



?

BRAND TWO

BRAND ONE

BRAND THREE

A DIGITAL AD IS **FOR NEVER**

A DIGITAL AD IS **FOR 1 SECOND**



A DIGITAL AD IS **FOR 1 SECOND** (WELL... HALF OF IT)



A DIGITAL AD IS **FOR ENGAGEMENT**



# Want to learn more about the market issues driving change?

Just leave your details with us!

- Receive our brand new **Industry Benchmarks**
- Get our latest **Whitepaper** on  
Lessons Learned in Digital Advertising



# Thank you

**Mike Shaw**

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