

# The Value of Time

How Both **High Viewability** and **Time-In-View**  
Impact Campaign Performance

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# Executive Summary

33Across conducted an analysis of online advertising to measure highly viewable ads and how long they remain in view (time-in-view) impacts user engagement. Specifically, the company tracked ad performance over time, mapping when a user engaged with an ad, as defined by when a user clicked on an ad. The purpose of the analysis was to support CMOs, agencies and their trading desks with deeper campaign performance data to make more intelligent decisions.

The analysis conducted by 33Across revealed that among the ads that were clicked, 50% occurred on a desktop after 15 seconds. The engagement on a mobile and tablet occurred after 7 seconds. By the 30 second mark, 68% of engagement occurred on a desktop, 74% occurred on mobile, and 78% occurred on a tablet. Additionally, the average viewability reported by Integral Ad Science, was 87.5% on desktop, 89.2% on tablet, and 89.8% on mobile. 33Across measured that high impact ads were in view for an average of 63 seconds.

Today, the advertising industry's viewability benchmark is based on the Media Rating Counsel's (MRC) definition of viewable impressions. Specifically, the MRC deems a display ad impression as viewable as long as 50% of its pixels are in view for a minimum of 1 second. While everybody agrees that having a highly viewable ad is a critical element of a campaign, the current MRC's minimum standard brings little value to ads that meet it. Campaigns that meet the MRC minimum viewability standard may miss out on 98% of user engagement, as measured by clicks.

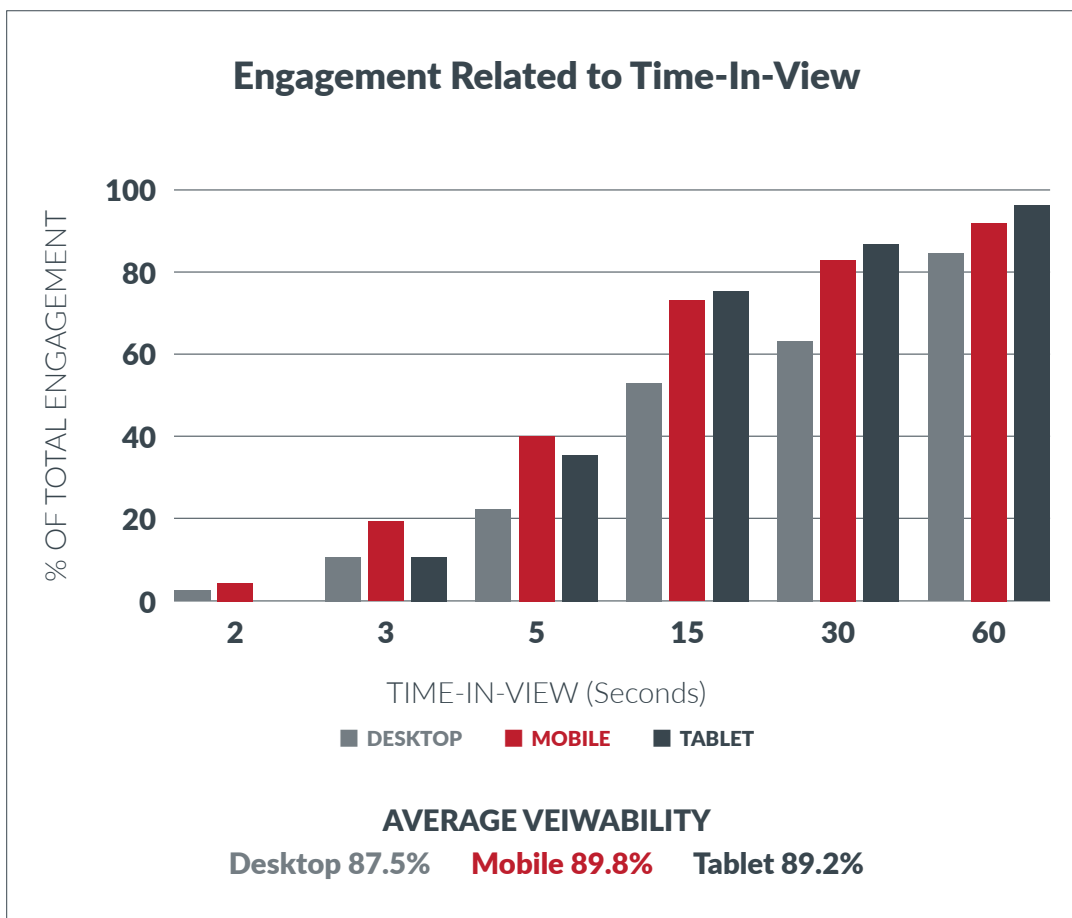
## **APPROACH**

The analysis was done over a seven day period in September 2016 where 2,823 advertisers ran a combined 160 million ads across 738 publisher sites in the U.S. Integral A Science reported the average viewability for these ads were 87.5% on desktop, 89.2% on tablet, and 89.8% on mobile.

# Key Findings

## THE MRC'S MINIMUM VIEWABILITY STANDARD SETS THE BAR TOO LOW

The MRC defines a viewable impression as 50% of the pixels are in view for a minimum of one second. 33Across charted viewer engagement starting at one second up to 60 seconds. The results illustrate that the longer an ad is in view the more impact it has.

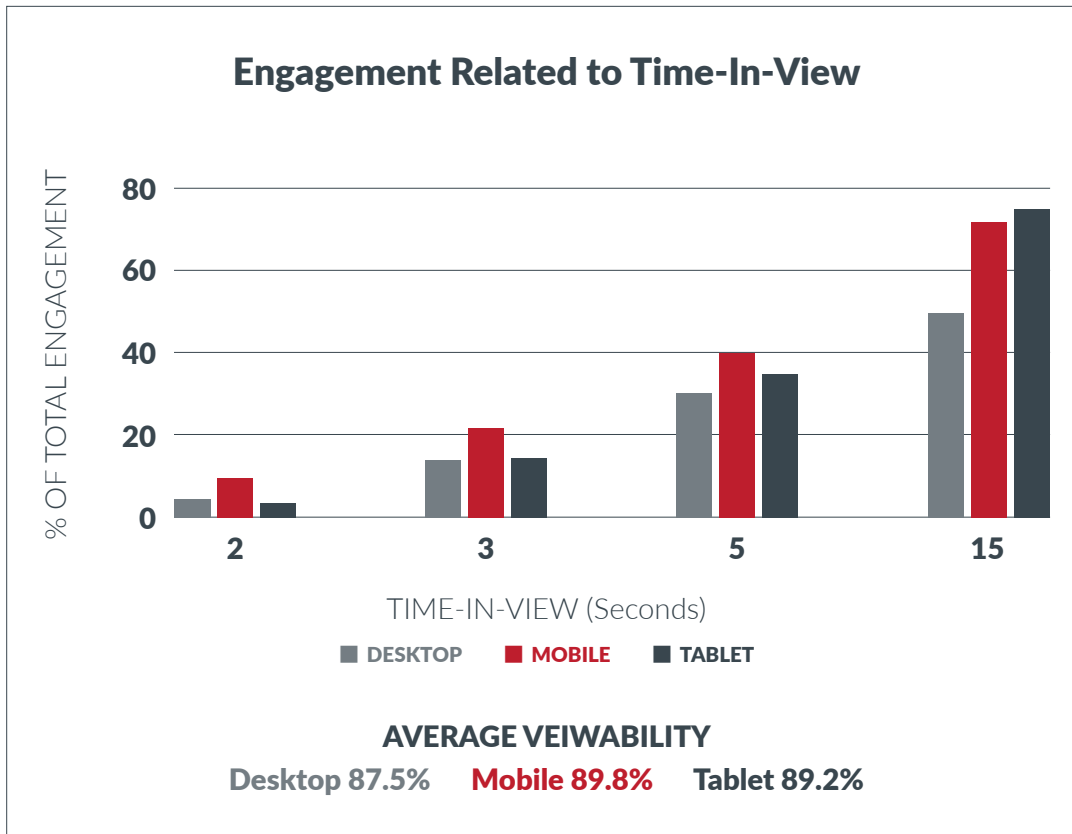


## RESULTS

- **98%** of engagement occurs after **1 second** of time-in-view

**FIRST 15 SECONDS OF TIME-IN-VIEW SEES LARGEST JUMP IN PERFORMANCE**

The first 15 seconds of time-in-view showed the quickest rate of change for engagement performance.

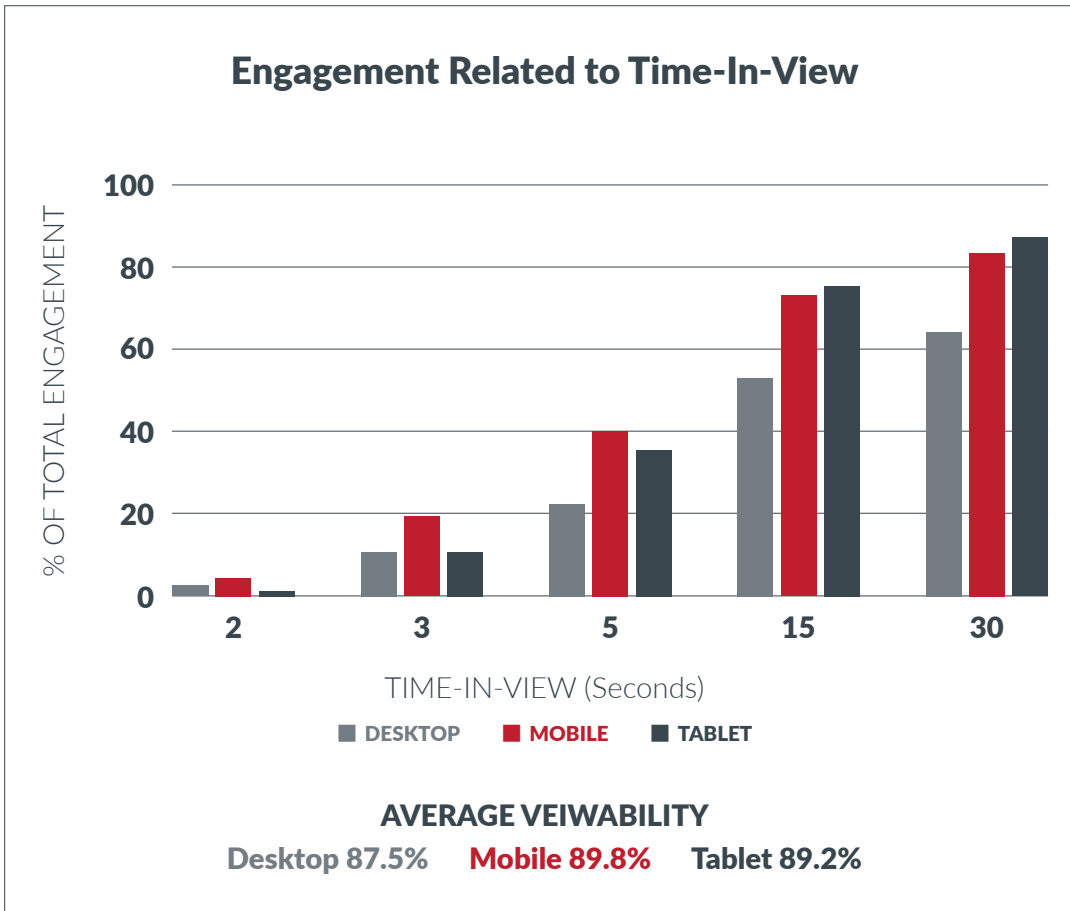


**RESULTS**

- Desktop: Of the ads that were clicked on a desktop, **50%** occurred at **15 seconds**
- Mobile: Of the ads that were clicked from a mobile device, **50%** occurred at **7 seconds**
- Tablet: Of the ads that were clicked from a tablet, **50%** occurred at **7 seconds**

**30 SECONDS OF TIME-IN-VIEW DELIVERS THE MAJORITY OF ENGAGEMENT**

In the analysis, over half of engagement occurs within 30 seconds of the ad being in view.



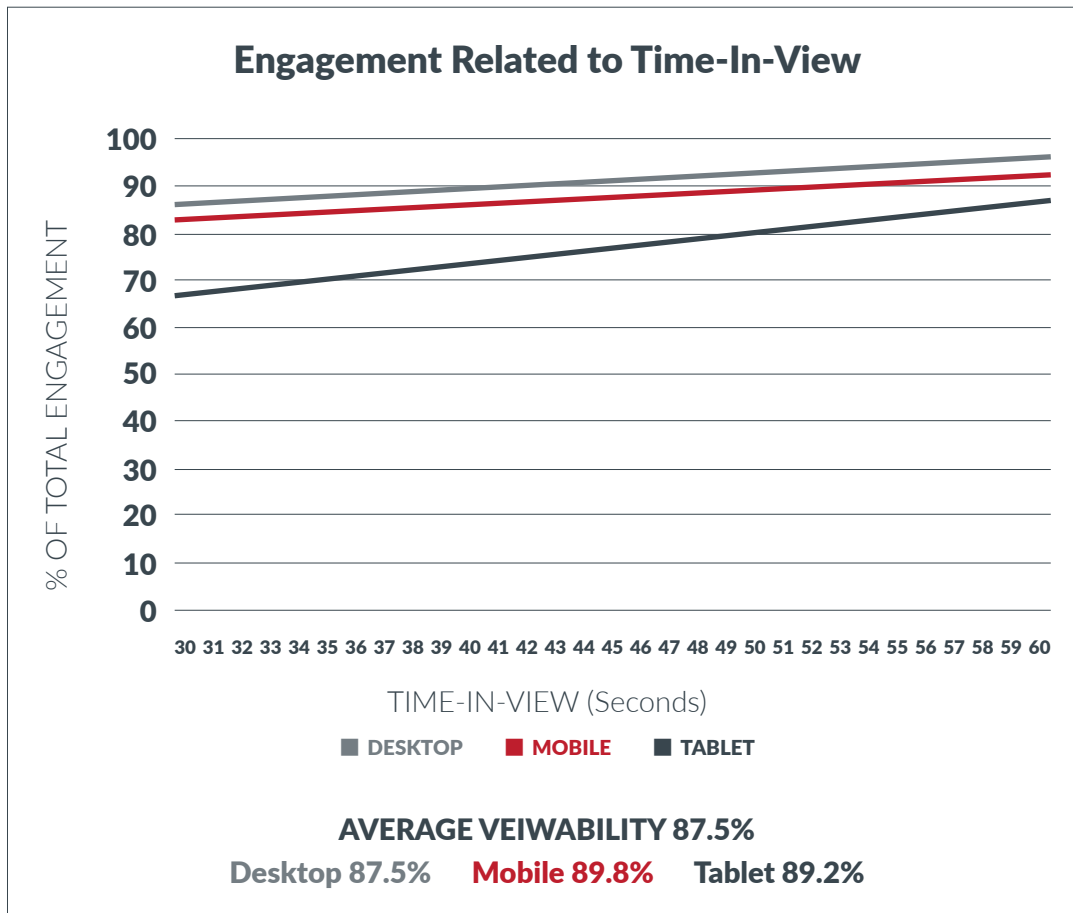
**RESULTS**

Percentage of engagement that occurred by 30 seconds:

- **68%** on **Desktop**
- **74%** on **Mobile**
- **74%** on **Tablet**

**30-60 SECONDS OF TIME-IN-VIEW**

After 30 seconds of time-in-view, the rate of engagement continues to steadily increase.



**RESULTS**

- When an ad is in view between **30** and **60 seconds**, the engagement continues to steadily increase at an average rate of **.15%**
- At the **60 second** mark:
  - **75%** occurred on **Desktop**
  - **81%** occurred on **Mobile**
  - **82%** occurred on **Tablet**

## Key Takeaways

If a marketer's main metric is viewability based on the MRC's definition, and 98% of engagement on desktop occurs after the first second of an ad being in view, there may be minimal chance that a user will engage with an ad. High viewability alone, without a significant time in view, is not sufficient enough to drive engagement.

The analysis reveals that more than 50% of engagement occurred after the 15 second mark on desktop and at the 7 second mark on tablet and mobile. The user engagement continues to increase the longer an ad is in view. Based on these findings, campaigns will be better positioned for success if ads have high viewability and a time-in-view of at least 15 seconds and 30 seconds.

Marketers should expand their requirements to include average viewability metrics above 70% and average time-in-view above 15 seconds for campaigns across all devices.