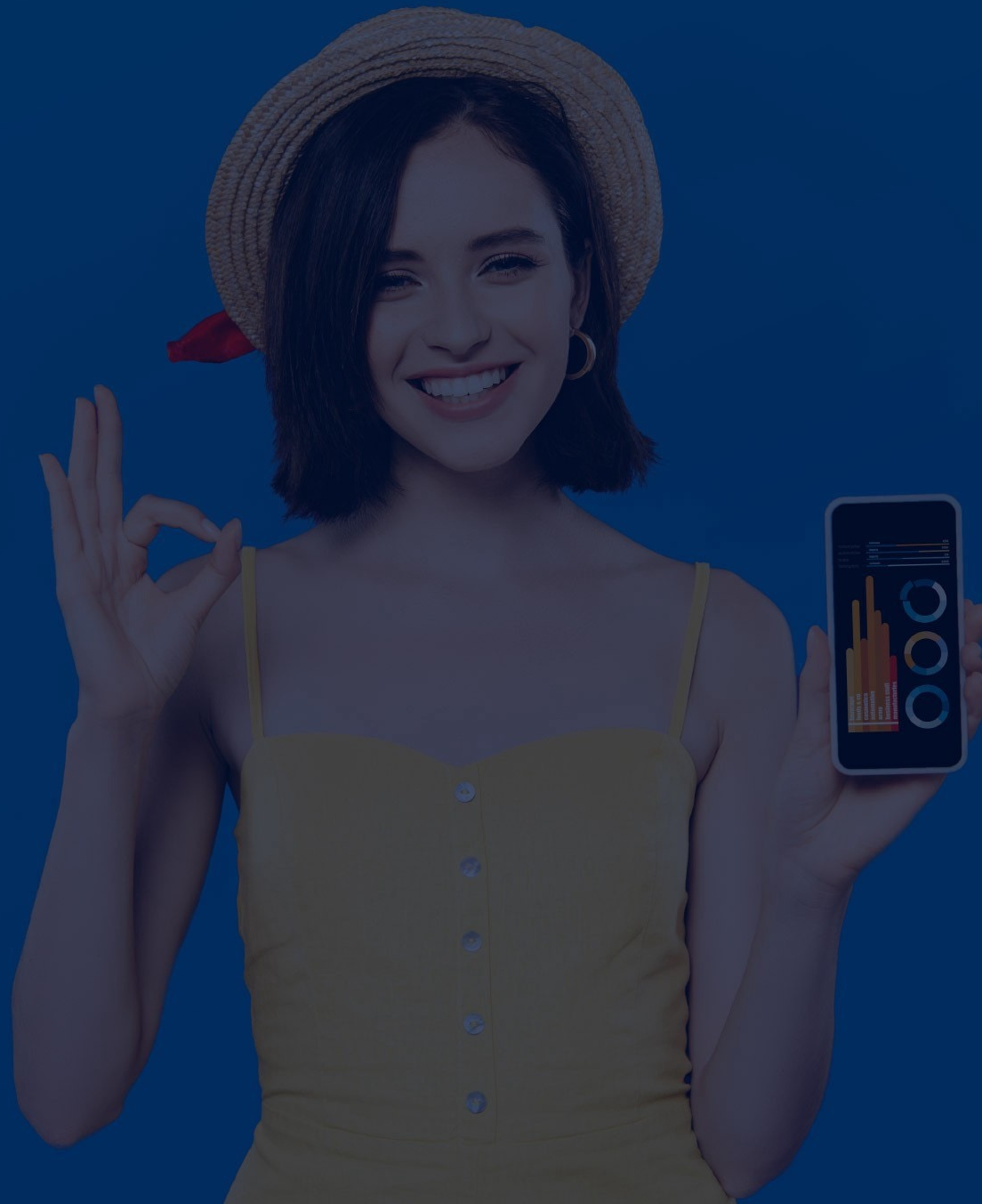


Adserving

Russia

Verification Benchmarks

H1 2023



Definitions

1.

Viewability

Per the MRC standards, a display ad impression is considered viewable if at least 50% of pixels are on screen for at least one second after the ad has rendered. A video ad impression is viewable if the ad is playing while at least 50% of the pixels are on screen for at least two continuous seconds.

2.

GIVT/SIVT Imps

Any impressions resulting from a deliberate activity that prevents the proper delivery of ads to real people, at the right time, in the right place according to GIVT/SIVT standards by IAB – resulting in financial or opportunity loss by the advertiser and/ or publisher in a particular transaction.

3.

GIVT Clicks

Any clicks resulting from a deliberate activity that prevents the proper delivery of ads to real people, at the right time, in the right place according to GIVT standards by IAB – resulting in financial or opportunity loss by the advertiser and/ or publisher in a particular transaction.

4.

Unsafe Imps

Number of impressions that were classified with at least one Brand Safety category. This category considers all Brand Safety categories, excluding overlap. The percentage is calculated from Impressions Net.

84% Viewability Overall

Display

Viewability **74%**

Mobile **75%**

Desktop **71%**

Video

Viewability **90%**

Mobile **88%**

Desktop **92%**

Viewability By Device Type

Display

Video



Desktop

71%

92%



TV Device

74%

71%



Mobile Phone

75%

88%



Tablet

78%

87%

0,6% GIVT Imps Overall

Display

GIVT Imps **0,5%**

Mobile **0,5%**

Desktop **0,5%**

Video

GIVT Imps **0,6%**

Mobile **0,7%**

Desktop **0,4%**

11,8% GIVT Clicks Overall

Display

GIVT Clicks **13,6%**

Mobile **12,9%**

Desktop **30,6%**

Video





GIVT Clicks **11,1%**

Mobile **9,7%**





Desktop **13,4%**

GIVT Fraud - By Device Type

GIVT Impressions

	Display	Video
	GIVT imps, %	GIVT imps, %
 Desktop	0,5%	0,4%
 TV Device	0,7%	0,4%
 Mobile Phone	0,5%	0,7%
 Tablet	0,4%	0,5%

GIVT Clicks

	Display	Video
	GIVT Clicks, %	GIVT Clicks, %
 Desktop	30,6%	13,4%
 TV Device	8,1%	5,5%
 Mobile Phone	12,9%	9,7%
 Tablet	10,8%	9,4%

Next Step & Recommendations



1. Contact us

If you have any questions related to the slides above please reach analyticteam@adserving.ru to clarify them or a person from the Adserving Russia team who shared this document.

2. Start to verify social networks

If you haven't start the verification project on social networks yet, please contact nb@adserving.ru or your personal account manager. The team will help to start the project without delay and provide all required information.

3. Create your own benchmarks

If you started the measurements, it's important to measure, track and control the metrics such as Viewability and Ad Fraud on the always-on basis. Create and apply your own benchmarks for Facebook/Instagram placements, it will help to do tracking efficiently and improve results successively. Ask the Adserving team to assist here.

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Thank you!

