



## Case study

### Sizmek Verification Suite saves CPG giant \$2.2 million in wasted impressions.

Not only is digital advertising more complex today, digital media investments are frequently eroded by poor quality, fraudulent, and off-target delivery of ad impressions – the primary currency of digital media.



**The industry estimates that about 20-40% of web traffic has the potential to be fraudulent.**

Verification services ensure that digital placements conform to planned and requested criteria to ensure first, that the ad is seen, and second, that it is seen in the right geography, on an appropriate site adjacent to brand-safe content.

For a large brand with a global presence and millions of dollars in digital ad spend, media waste can be a very expensive problem.

One of Sizmek's largest CPG clients with a global presence in over 25 markets wanted to verify the quality of their in-stream video campaigns in the United States. Sizmek Verification Suite enabled them to monitor a range of attributes that affect campaign performance.

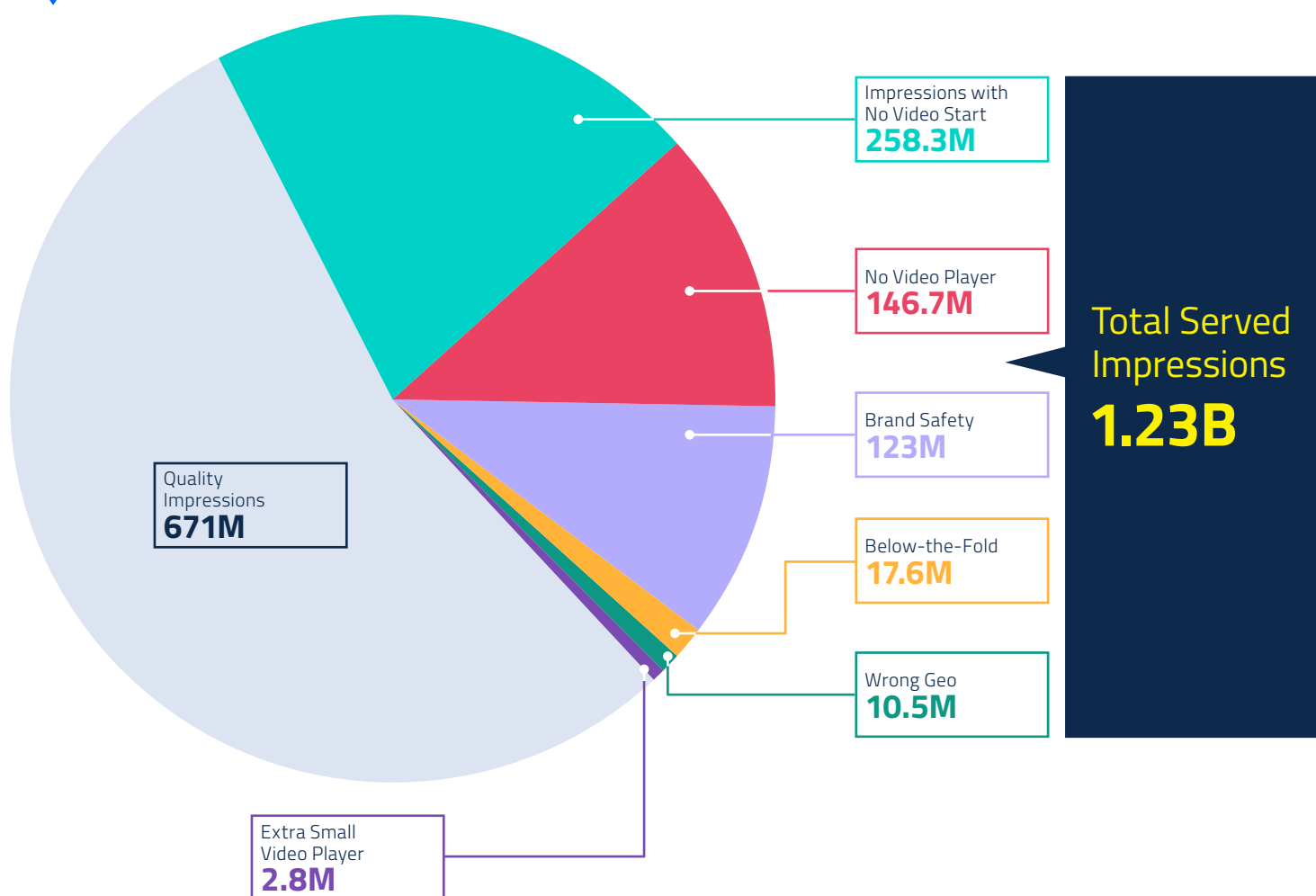
## The campaign

The client used Sizmek's Verification Suite to analyze **17 in-stream video campaigns** targeted to U.S. users. The campaigns ran over the course of five weeks across programmatic and direct-to-publisher media buys.

The team analyzed **32 publisher sites, 491 placements, and 1.23 billion impressions**, to identify waste and negative content that could cause harm to the company's brand.

## The findings

Sizmek Verification Suite enabled the client to identify significant waste from a number of sources and turn those into significant savings.



## The Findings



### Impressions with No Video Start

The findings revealed that some video ads never had a chance to play. In fact the data revealed **258.3M video impressions** were counted with no video start.



**Action:** Sizmek and the client worked with publishers with low video start rates to maximize video plays for future campaigns.



### Below-the-Fold

Sizmek Verification Suite revealed that **17.6M video impressions (1.43%)** were served to video players that appeared below-the-fold.



**Action:** For programmatic buys, the client opted to use Sizmek data to identify and bid on impressions where the video player appeared above the fold.



### No Video Player

Sizmek Verification Suite revealed that **146.7M video impressions (12%)** were fraudulent as they had been served onto pages that contained no video players. These included ads served as in-banner, audio, and other non-video formats.



**Action:** The client alerted publishers that they would not pay for impressions delivered to non-video players in future media plans.



### Wrong Geo

Sizmek's Verification Suite identified **10.5M video impressions (0.85%)** delivered outside of the correct geography (U.S.). For a seemingly insignificant percentage, this represented **\$55,119 waste** in digital ad spend each month.



**Action:** The client informed publishers that they would stop paying for impressions delivered in the wrong geography.



### Brand Safety

Sizmek Verification Suite identified **123M wasted video impressions (10%)** due to ads appearing next to potentially harmful and negative content, including mature content.



**Action:** For programmatic buys, this form of wastage was minimized for future campaigns by deploying Sizmek's pre-bid verification product to pass on buying inventory deemed "unsafe" for an advertiser's brand.

For direct-to-publisher buys, the client was advised to review the domain category verification report and exclude inappropriate sites from upcoming media plans or deploy an ad blocking product.



### Extra-Small Video Player

Sizmek Verification Suite detects and reports on five video player sizes: extra-small, small, medium, large, and extra-large. Our analysis indicated that **2.8M video impressions (0.23%)** were served to video players smaller than 300x250 pixels – too small to properly display the video creative.



**Action:** The client informed publishers that for subsequent in-stream video campaigns, they would not be paying for impressions delivered into extra-small video players.





## Overall Media Waste Identified: \$2.2 million

By identifying and working with their top publisher partners, our client was able to significantly reduce the amount of media waste, maximizing the percentage of targeted impressions in future campaigns.

Wastage occurs in many forms. Sizmek gives advertisers the ability to verify ad campaigns across display and in-stream video – and the tools to optimize campaigns toward the best quality media – saving millions of dollars and improving digital performance program-wide.