

# CASE STUDY: VIEWABLE IMPRESSIONS DRIVE BRAND IMPACT

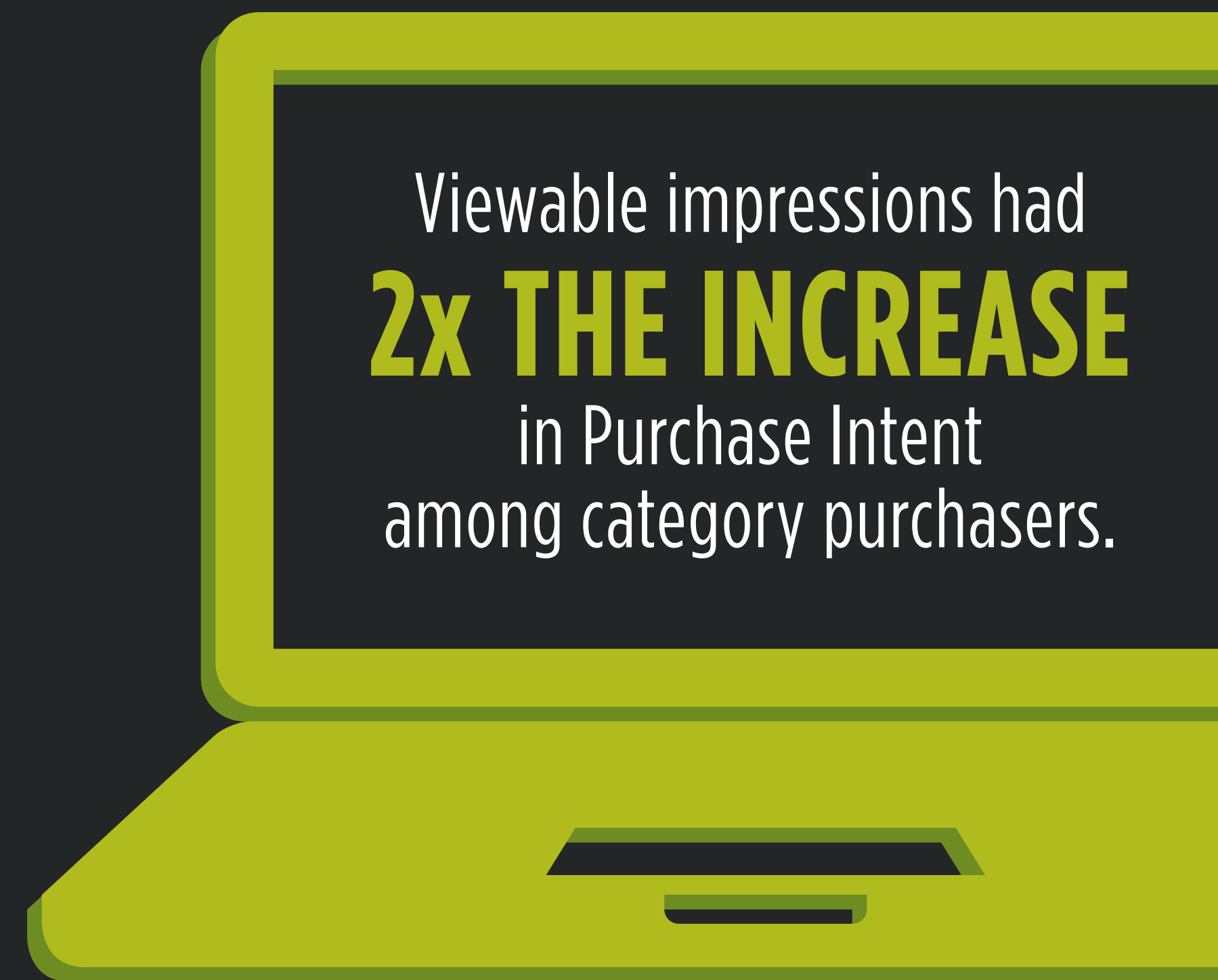
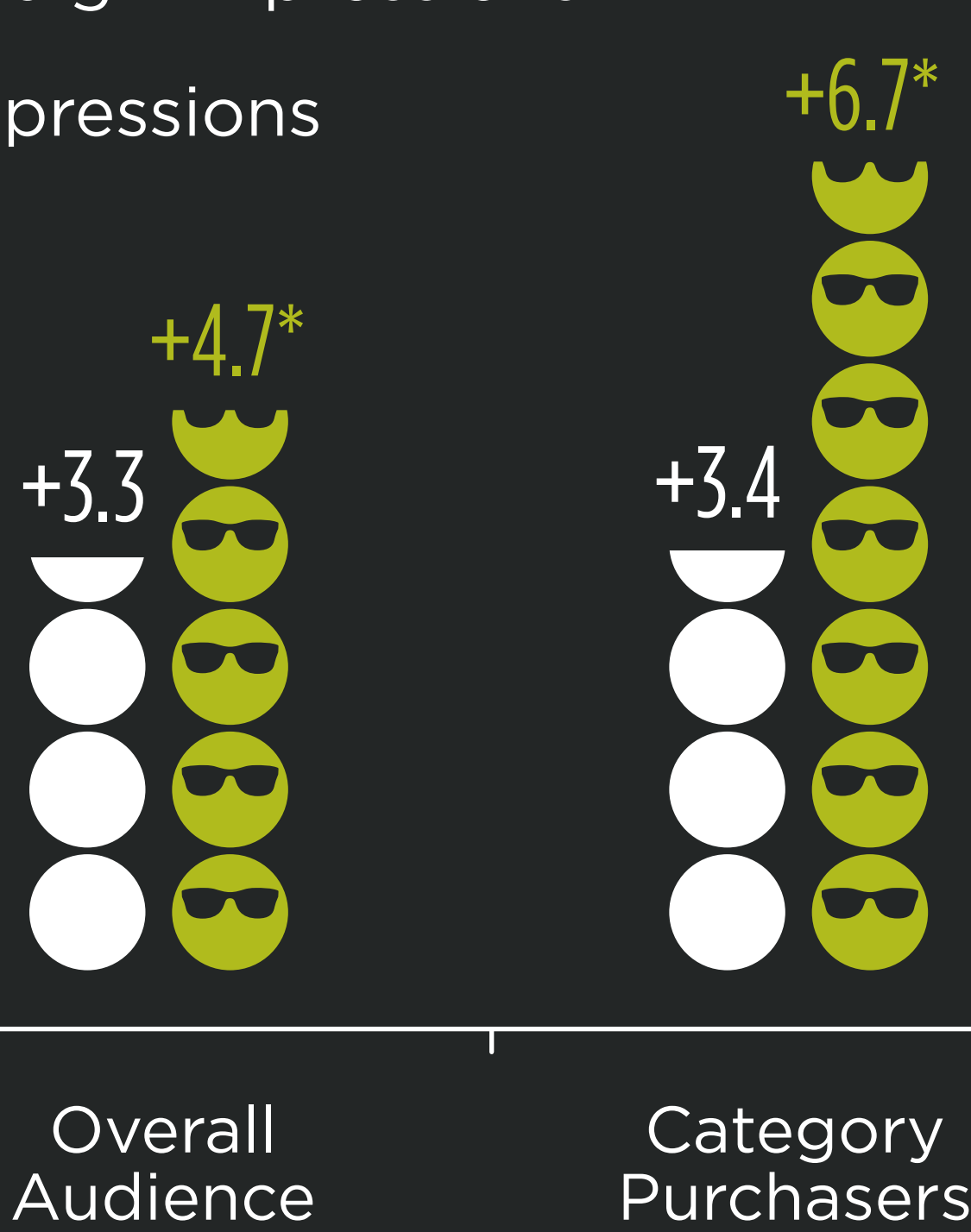
## FOR A PROFESSIONAL SERVICES ONLINE AD CAMPAIGN,

Adconion Direct partnered with DoubleVerify and Millward Brown Digital to explore the impact of viewable impressions on changes in brand lift. The research uncovered that it's not just enough to ensure your inventory is viewable, but that **time in view is a critical measure** to increase brand lift and campaign performance.

### Campaign Impact on Purchase Intent

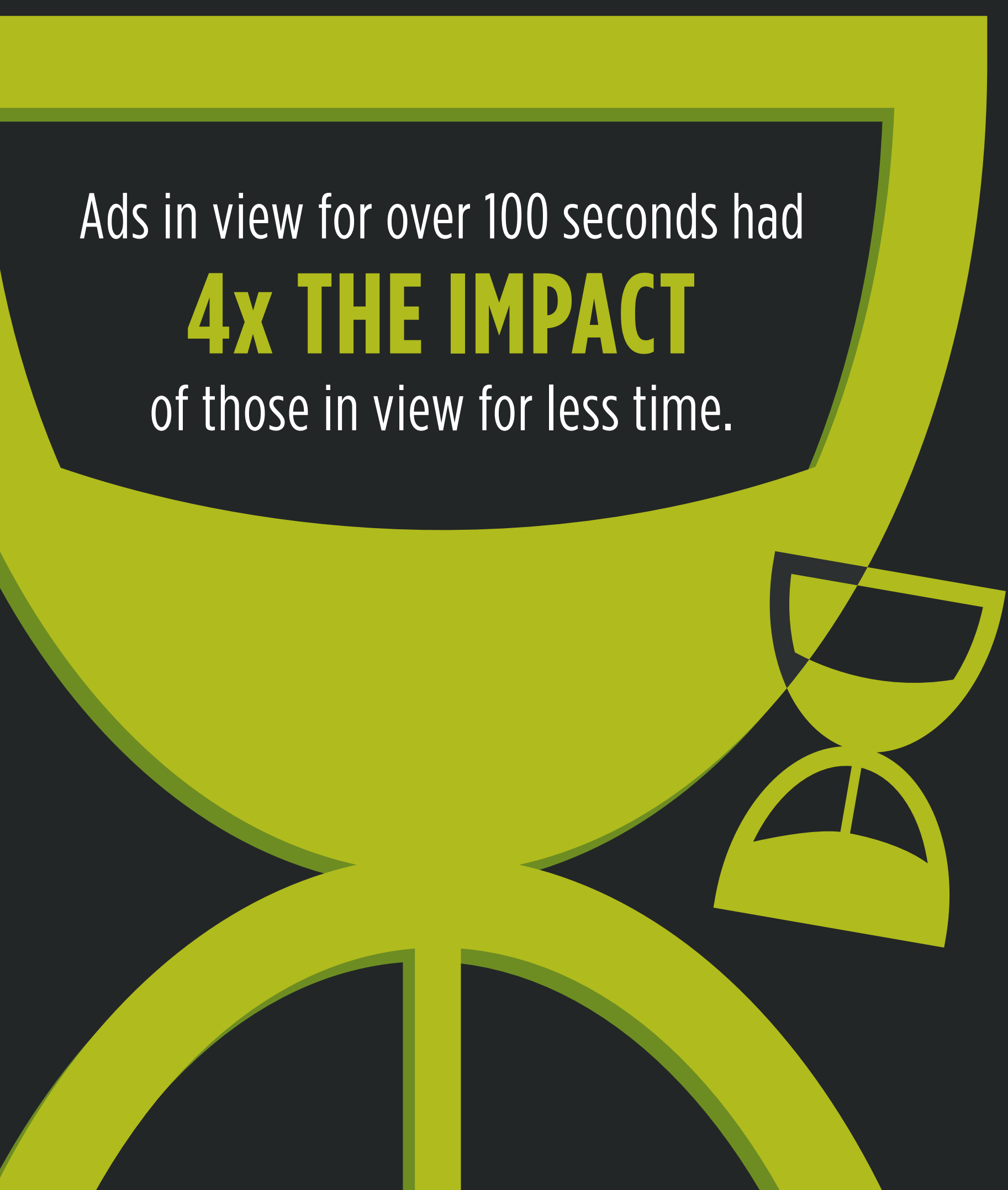
Viewable impressions delivered the highest impact, most notably among consumers who purchase in this category once a month or more.

- Entire Campaign Impressions
- 🕶️ Viewable Impressions



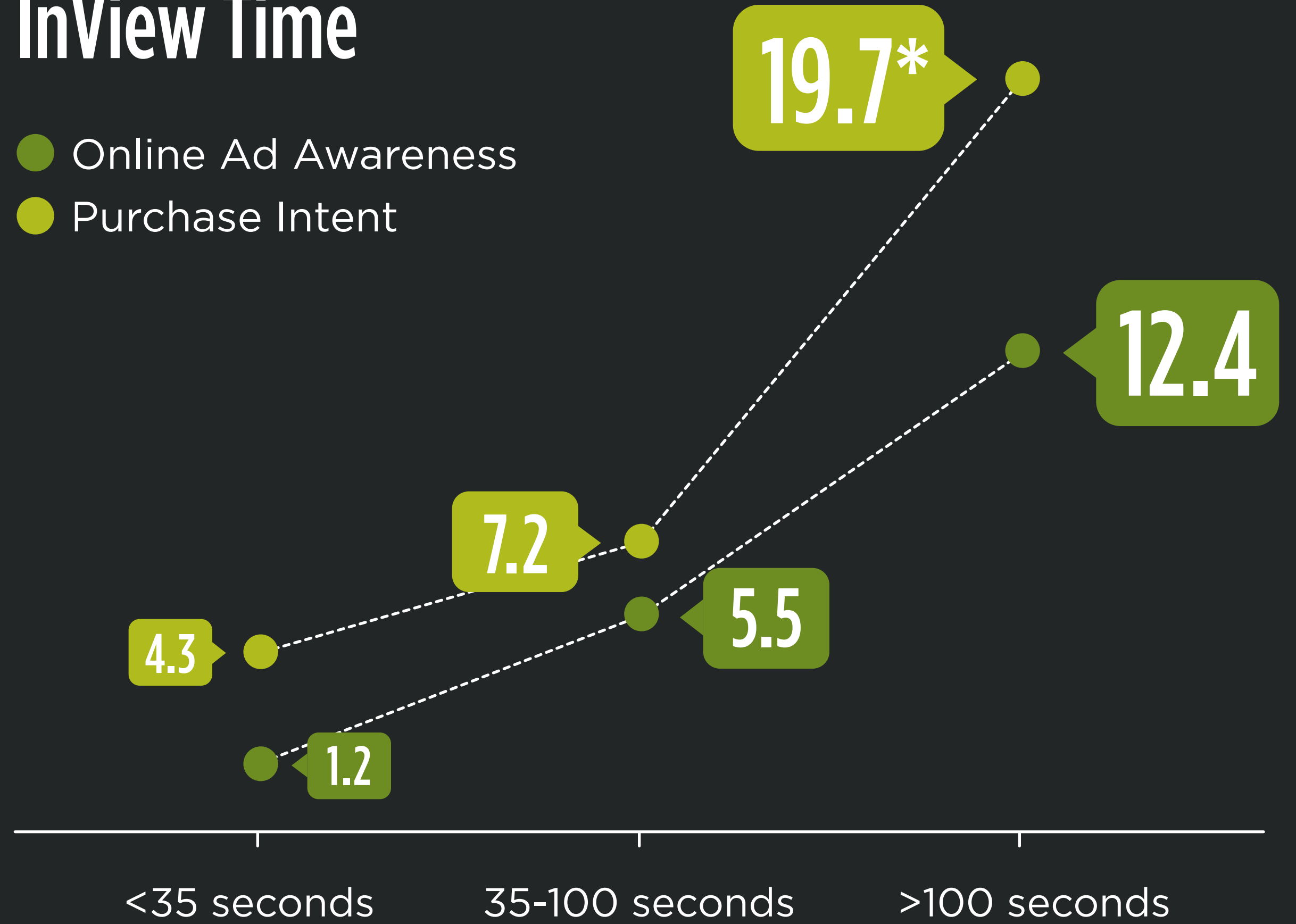
### Impact By InView Time

The longer the ad was in view, the larger the increase in brand impact.



### Percent Impacted By InView Time

- Online Ad Awareness
- Purchase Intent



### Impact of Viewed Frequency on Purchase Intent

Among category purchasers, viewable impressions were most effective with multiple exposures.

**ONE** EXPOSURE INCREASE OF **+5.6\*** IN PURCHASE INTENT

**TWO+** EXPOSURES INCREASE JUMPS TO **+8.5\***



\*STATISTICALLY SIGNIFICANT DIFFERENCE AT A 90% CONFIDENCE LEVEL.

TO LEARN MORE ABOUT MEASURING VIEWABLE IMPRESSIONS AS PART OF YOUR CAMPAIGN EFFECTIVENESS RESEARCH, CONTACT [GEORGE.DONOVAN@MILLWARDBROWN.COM](mailto:GEORGE.DONOVAN@MILLWARDBROWN.COM)

