

Viewability Vendor Guide 2016

Vendor	Methodology	Display Viewability	Video Viewability	Mobile Viewability	Fraud Detection
Adloox	Page Geometry/Browser Optimization	✓	⊘	⊘	⊘
AdYapper	Browser Optimization	✓	✓	⊘	⊘
AppNexus	Page Geometry/Browser Optimization	✓			
comScore VCE 2.0	Page Geometry/Browser Optimization	✓	✓	⊘	✓
comScore VCE-V	Page Geometry/Browser Optimization	✓	⊘	⊘	✓
DoubleVerify	Page Geometry	✓	✓	⊘	✓
Google Active View (DFP only)	Page Geometry	✓	⊘	⊘	⊘
Extreme Reach	Page Geometry/Browser Optimization	⊘	✓	⊘	⊘
Innovid	Page Geometry/Browser Optimization	⊘	✓	⊘	⊘
Integral Ad Science	Page Geometry/Browser Optimization	✓	✓	⊘	✓
Markit On Demand	Page Geometry	✓	⊘	⊘	⊘
Meetrics	Page Geometry/Browser Optimization	✓	✓	⊘	⊘
Moat*	Page Geometry/Browser Optimization	✓	✓	✓	⊘
Pixalate	Page Geometry	✓	⊘	⊘	⊘
RealVu	Page Geometry	✓	⊘	⊘	⊘
Sizmek**	Page Geometry	✓	✓	✓	⊘
Telemetry	Page Geometry/Browser Optimization	⊘	✓	⊘	⊘
Tremor Video	Page Geometry/Browser Optimization	⊘	✓	⊘	⊘
Videology	Page Geometry/Browser Optimization	⊘	✓	⊘	⊘
Visible Measures	Page Geometry/Browser Optimization	✓	✓	⊘	⊘
WebSpectator for Publishers	Page Geometry/Browser Optimization	✓	⊘	⊘	⊘

Page Geometry: Uses a geometric triangulation technique to determine if the ad is in view.

Browser Optimization: Monitors browser's internal processes to determine if ad is being painted to display, and therefore is in view.

Fraud Detection: Assesses compliance with the IAB Ad Verification Guidelines, which focus on communication among parties and human review of cases of suspected fraud. It does not include assessments of specific techniques for detecting fraudulent traffic, such as botnet, clickjacking, or hidden ad detection, even though accredited vendors may offer fraud detection services that use these techniques.

*Mobile Web and Mobile In Application Viewable Display

**Mobile Web Served Display