

BANNERCONNECT

Snapshot

Exposure Time Analysis Product

Viewability ensures that your ads are in-view to a consumer, but if it's only in-view for one second – an industry standard – what are the chances it's really seen? Exposure time is the evolution of viewability. It ensures not only that your ads are in-view, but stay in-view for long enough to get the attention of your consumer and influence them towards a click or conversion.

Focusing on viewability...

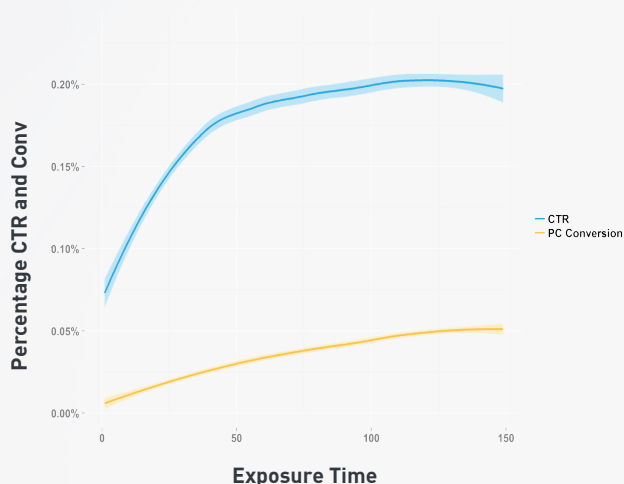
- Often results in a higher CPA for advertisers
- Values all impressions equally, regardless of whether they're in-view for one second or 20
- Doesn't improve campaign results or ROI

Expand your focus to Exposure Time

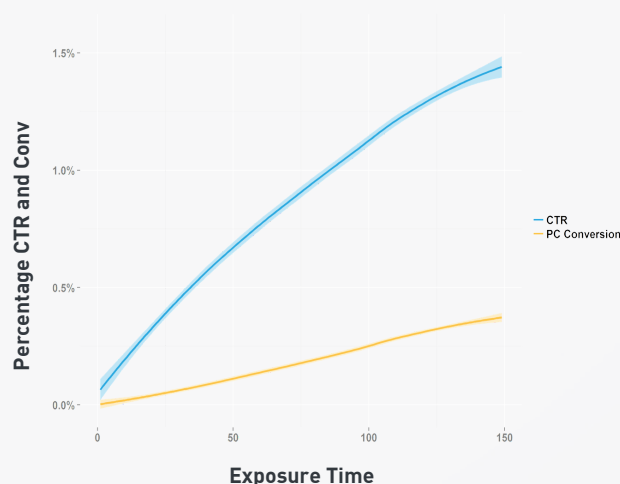
With Snapshot, you get in-depth analysis on how long your ads are in-view for across your campaign. From the data, we give you specialist advice on how to optimise your campaign to be in-view for longer, winning more attention and conversions.

Exposure Time drives desired behaviour*

CTR and Conversion Rate for Impressions



CTR and Conversion Rate for Unique Users



*based on 50mil. impressions over 60 days

Snapshot is your introduction to Exposure Time

- Powered by Core, Bannerconnect's data unification platform
- Practical tips to optimise your campaigns on Exposure Time
- Indication of cost saving potential by setting your KPIs to Exposure Time along with your original KPI
- Detailed report by our data science team on all findings