

# BANNERCONNECT

## Viewability Vendor Review

When it comes to digital advertising, nothing is more important than knowing your ads are being seen by real people. A viewability vendor brings transparency to your digital advertising, ensures you're not paying for wasted impressions and drives branding and performance results. But it only takes small differences in your technology to have a big impact on the outcomes of your campaign. Don't gamble; ensure you're receiving maximum value from your viewability vendor with a bespoke review from Bannerconnect.

### Why you need a viewability vendor review?

There's a potential 12% difference in recordable rate between various vendors. The higher the recordable percent of your media budget, the better you can optimise, cut out waste, and improve campaign performance. Trading deals also commonly contain a viewability component. By having the best summary of your viewability results, you can negotiate the best rates and conditions for your media and budget. Bannerconnect ensures you're paired with the best viewability specialist to meet your business needs and KPIs.

### What you get



**In-depth analysis**  
with close attention to your requirements



**Data collection**  
via scripted lab tests and live campaigns



**Programmatic specialists**  
manage and execute the review



**Full transparency**  
of project workflow, results, and final dataset

### Our experience with viewability vendors

- First vendor review executed in 2013
- Live integrations with multiple technologies in our log-level data platform
- Helped leading vendors detect bugs and anomalies through tests and analyses
- Extensive research on viewability and its impact on digital advertising

Previous satisfied clients of the Viewability Vendor Review include:

