

> operative + MOAT

Better Cross-Platform Analytics

The Operative and Moat partnership provides publishers with the first automated inventory management integration for viewability. Now you can plan, sell, optimize, and bill on viewability and attention metrics from one central hub.



Gain Efficiencies

Automatically apply viewability data and other analytics to your inventory during the sales, traffic, and billing process with an efficient and responsive interface.



Optimize Your Campaigns

Operative and Moat combine display and video analytics across desktop and mobile directly into Operative, providing analytics for every individual product and line item. As a result, publishers can now sell, optimize campaigns, and bill on viewability metrics within one central hub.



Drive Attention & Effectiveness

The most sought-after digital screen is sitting in your pocket. Optimize your mobile viewability with exclusive mobile web and in-app data where you can measure viewability, audibility, and time metrics.

Get Access to These Moat Metrics, and More...

DISPLAY + VIDEO

Impressions Analyzed

The number of impressions tracked by Moat, filtered for general and sophisticated invalid traffic.

In-View Measurable Impressions

The number of impressions where viewability was measurable by Moat.

Fully On-Screen Impressions

The number and percentage of impressions where the ad surface was 100% in-view for some period of time.

DISPLAY

1 Sec In-View Impressions

The number of impressions that met the MRC definition of viewable: at least one continuous second with at least 50% of the player visible on-screen and the page in-focus.

In-View Rate

Percentage of impressions where at least 50% of an ad was in-view for at least one continuous second.

In-View Time

The length of time an ad has been active and in-view.

VIDEO

2 Sec In-View Impressions

The number of impressions that met the MRC definition of viewable: playing for at least two continuous seconds with at least 50% of the player visible on-screen and the page in-focus.

In-View Time

The average time in seconds that the ad was visible for users who met the requirement for a 2 Sec in-view Impression.

Averaged Ad Duration

Ad length (in seconds) averaged over the creatives and placements at the chosen aggregation level.

Audible and Fully On-Screen for Half of Duration Impressions

The number of measurable impressions where the ad, for at least half the time, was audible while the ad surface was 100% on-screen.

Audible & Visible on Complete (AVOC) Rate

The number of measurable impressions where the ad played to completion and was both visible on-screen and audible on complete. Audible and visible at 1st, 2nd, and 3rd quartile rate metrics are also reported.

Document Created in Collaboration Between Moat and Operative

Want to learn more about the Moat integration with Operative?

Current customer? Reach out directly to your Account Manager or via Product Support.

New to Operative? Learn more at www.operative.com