Display Metrics Guide

MOAT

Impressions Analyzed ✔

The number of impressions tracked by Moat.

Percentage of Total Impressions

Percentage of total impressions by row.

In-View Measurable Impressions ✔

The number of impressions where viewability was measurable.

In-View Impressions ✔

Number of impressions where at least 50% of an ad was In-View for at least one continuous second.

In-View Rate ✔

Percentage of impressions where at least 50% of an ad was In-View for at least one continuous second. If the ad is larger in area than 970x250 (eg. 300x1050 or 970x418), then it only needs to have 30% of its area In-View.

Fully On-Screen Measurable Impressions ✔

Number of impressions where it was possible to determine whether the ad surface was 100% on-screen.

Fully On-Screen Impressions (No Time Minimum) ✔

Number of impressions where the ad surface was 100% on-screen for any period of time.

Fully On-Screen Rate (No Time Minimum) ✔

Percentage of impressions where the ad surface was 100% on-screen for any period of time.

1 Sec Fully On-Screen Impressions ✔

Number of impressions where the ad surface was 100% on-screen for at least one continuous second.

1 Sec Fully On-Screen Rate ✔

Percentage of impressions where the ad surface was 100% on-screen for at least one continuous second.

In-View Time ✔

The length of time an ad has been active and In-View.

Total Exposure Time

The total time in hours that the ad was active and visible, summed across all users who have seen the ad for at least one continuous second.

Average Minute Audience

The average number of people viewing the ad each minute across the selected date range.

Universal Interaction Rate

Percentage of impressions where a user entered the ad frame and remained active for at least 0.5 seconds.

Universal Interaction Time

Average length of time the user interacted with the ad.

Total Ad Dwell Time

The total amount of time in hours that users spent interacting with an ad.

Hover Rate

The percentage of impressions resulting in a user hovering on an ad.

Time Until Hover

Average length of time from ad load until a user hovered over an ad.

Attention Quality

Ratio of users that converted from hovering to interacting.

Scroll Rate ✔

Percentage of impressions where the user scrolled.

Time Until Scroll

Average length of time before the user scrolled for the first time on the page.

Universal Touch Rate

Percentage of impressions where an ad has been touched on a mobile device.

Time Until Touch

Average length of time from ad load until a user touches an ad on a mobile device.

Active Page Dwell Time

Average length of time the user was on the page with the window in-focus.

Click Rate

Percentage of impressions where the user clicked on the ad at least once.

✔ MRC accredited metrics

Moat In-View Time Buckets

In-View Time > 5 Sec Rate

Percentage of In-View impressions where the ad was In-View for at least 5 seconds.

In-View Time > 10 Sec Rate

Percentage of In-View impressions where the ad was In-View for at least 10 seconds.

In-View Time > 15 Sec Rate

Percentage of In-View impressions where the ad was In-View for at least 15 seconds.

In-View Time > 30 Sec Rate

Percentage of In-View impressions where the ad was In-View for at least 30 seconds.

In-View Time > 1 Min Rate

Percentage of In-View impressions where the ad was In-View for at least 1 minute.

Moat Index

Performance indicator showing results relative to an overall average for the group. The index is calculated using In-View Rate, In-View Time, Universal Interaction Rate, Universal Interaction Time and other factors.

Moat Score

Ad effectiveness score which is a measure of overall attention paid to ads. Score range is 300-850 and considers many factors including In-View Rate, In-View Time, Universal Interaction Rate, Universal Interaction Time, as well as other factors.