

Viewability Panel

April 29, 2015

1:00-2:30 p.m. EST

eHealthcare Solutions

810 Bear Tavern Rd Ewing, NJ 08628

R.J. LEWIS

President & CEO, eHealthcare Solutions



R.J. Lewis has served the pharmaceutical industry for his entire career.

He is the President and CEO of eHealthcare Solutions (EHS), the first vertical Internet advertising network in healthcare, which he started in 1999.

Prior to starting eHealthcare Solutions, Mr. Lewis served as Vice President of Sales for Physicians' Online (now part of WebMD/Medscape). Before that, he served as an Account Executive for Grey Healthcare Group.

R.J. Lewis earned his MBA in 1999 in Marketing and Information Systems from the Stern School of Business at New York University.



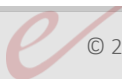
EHEALTHCARE SOLUTIONS

EHS is in the unique position of providing solutions to both publishers and advertisers in the pharmaceutical/healthcare vertical.

We exclusively represent the advertising, sponsorship, email, and mobile opportunities of more than 75 of the leading healthcare professional societies, associations, media companies and consumer health sites. The opportunities we bring to our aggregated publishing partners are greater than any one might receive on its own.

Through our partnerships with these quality digital properties, EHS delivers high-value engagement with target audiences across the many niches of healthcare. Our custom solutions help advertisers reach specific audiences based on health condition, medical specialty, geography and other targeting criteria.

Visit us at eHealthcareSolutions.com.



INTRODUCTION

- Moderator: R.J. Lewis, President & CEO, eHealthcare Solutions
- Leanne Smith, Senior Director, Insights & Analytics, CMI
- Eliot Yaxley, Sales Director, MOAT
- Andrea Vollman, Vice President, Product Marketing, Advertising Effectiveness, comScore
- James Chester, Supervisor, Media Technology, Publicis Health Media

Leanne



Eliot



Andrea



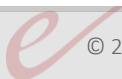
James



R.J.



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LEANNE SMITH

Senior Director, Insights & Analytics, CMI - Communications Media, Inc.



Leanne built and leads CMI's analytics practice. CMI is the largest agency in the pharmaceutical space that specifically targets healthcare practitioners. Leanne has grown her team of analysts to 30 professionals in her 6 years as its leader.

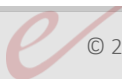
Throughout her thirteen years in healthcare marketing, Leanne has worked across a wide variety of therapeutic areas with the nation's top pharmaceutical clients. She has helped to successfully launch new brands and extend the life of brands that are coming off patent.

In her current role she is responsible for overseeing all measurement plans, data needs, digital execution and analysis for both Healthcare Professional and Consumer campaigns. As a forerunner in the pharmaceutical industry, Leanne has developed initiatives that apply cutting edge analytics techniques and technology to both clients and publishers alike. She has been instrumental in leading the industry by emphasizing the importance of proper analytics.

Leanne has a B.A. from St. Lawrence University, and a M.A. from the University of Pennsylvania.

Contact Leanne at lsmith@cmimedia.com

Or on Twitter [@analyticleanne](https://twitter.com/analyticleanne)



COMMUNICATIONS MEDIA, INC.

Well-known as a [media planning and buying organization for healthcare clients](#), sister agencies Communications Media, Inc. (CMI) and Compas, Inc. together form the indispensable strategic marketing partner to the world's game-changers in health, offering guidance at every level of marketing. CMI/Compas focuses on core service offerings of Media, Innovation, Customer Insights, Technology, and Buying. CMI/Compas is laser-focused on helping clients move the promotional needle. CMI/Compas has offices in Philadelphia; King of Prussia, PA; Pennsauken, NJ; and New York.

The family of companies is actively recruiting for healthcare marketing jobs via cmirecruiter.com.



ELIOT YAXLEY

Sales Director, MOAT

MOAT

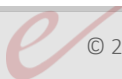


Eliot Yaxley has worked for over 15 years within a variety of research disciplines, from sponsorship research to digital analytics.

In recent years he has focused on helping publishers, across a wide range of verticals, to not only understand the performance of their digital properties, but also to optimize sites and grow digital ad revenue.

Eliot holds a B.A. in Marketing with Honors from De Montfort University (England) and is currently Sales Director at Moat.

Contact Eliot at Eliot.yaxley@moat.com



MOAT

Moat is a SaaS analytics company focused on transforming brand advertising online. Moat's products include Moat Ad Search, Moat Pro and Moat Analytics. Moat Ad Search is a free display ad search engine. Moat Pro is an industry wide real-time search solution providing insights across brands, publishers, and ad tech. Moat Analytics is a proprietary solution for advertisers and publishers to measure ad effectiveness and content engagement, exposing a new lens of attention measurement that moves beyond traditional digital metrics.

Moat is currently offering a free trial of Moat Analytics to help you understand your site's viewability metrics and give you a head-start on improving ad performance on your website.

For more information on the free trial please contact Eliot.yaxley@moat.com, Sales Director.

Or visit moat.com/moat_analytics to schedule a demo.



ANDREA VOLLMAN



Vice President, Product Marketing, Advertising Effectiveness, comScore, Inc.

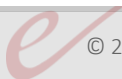


Andrea Vollman oversees Marketing for AdEffx™, an end-to-end suite of advertising effectiveness solutions, including the flagship validated Campaign Essentials™ (vCE®). She also supports a variety of thought-leadership initiatives at the company. Her research interests span all facets of online and cross-media advertising effectiveness, including campaign validation and optimization, measurement and evaluation of brand communications and creative messaging and ROI analysis. Andrea has co-authored several industry whitepapers and reports while at comScore, including the company's State of the U.S. Online Retail Economy quarterly reports (2008-2011), Women on the Web (2010) and Changing How the World Sees Digital Advertising (2012).

Andrea began her career at Edelman Public Relations Worldwide, working on strategic marketing and communications campaigns for Pfizer Oncology and DePuy Orthopaedics, a Johnson & Johnson company.

Andrea holds a B.A. in Communications from Boston College and a Masters of Business Administration (MBA) from The University of Chicago Booth School of Business, where she earned concentrations in Marketing Management & Strategic Management.

Contact Andrea at avollman@comScore.com



COMSCORE, INC.

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global leader in digital media analytics. comScore makes audiences and advertising more valuable by providing trusted, independent metrics that help businesses understand how people interact with content and advertising across TV and digital devices, giving a total view of the consumer. Through its products and services, comScore helps its more than 2,500 clients understand their multi-platform audiences, know if their advertising is working, and access data where they want and need it.

For more information, please visit comScore.com.



JAMES CHESTER

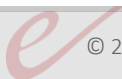
Supervisor, Media Technology, Publicis Health Media



James Chester leads the Media Technology Group at Publicis Health Media (PHM). His team is responsible for flighting, tracking, and optimizing the online advertising campaigns of the agency's clients. In addition, he and his staff ensure the brand safety and transparency of Publicis Health Media's live media, vet new technology, drive innovation, and create new tools and process enhancements. He also co-leads the development of PHM's health-centric programmatic buying solution: AOD Health.

James began his career as an engineer, working on multi-million dollar structural design and land development projects. When he decided to shift his career focus to digital technology and innovation, he built a portfolio in brand identity, web design, and content creation working at startups in the magazine, design/engineering, and non-profit sectors. James has a BAE in Architectural/Structural Engineering from Penn State University.

Contact James at james.chester@digitashealth.com
Or at 215.399.3304



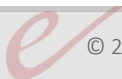
PUBLICIS HEALTH MEDIA

We choose health. We are the only media agency holding company solely dedicated to the health and wellness space, and our solutions are specifically tailored to the category. Our teams don't ask to be rotated to automotive or retail. They are passionate about the business we are in and this is one key area that differentiates our organization in the marketplace.

We believe that health is a journey like no other. From the moment we are born, it begins; from boo-boos and scraped knees, to getting fit, to giving life, to battling illness, the health journey is something we all have in common. There are countless stakeholders in an individual's healthcare journey, from the patient to the treating physician to the insurance company.

We strive to connect the dots for brands to communicate across the spectrum of influencers, and define the moments that make the right experience. We believe in the art and the science of media planning and buying, we go beyond simply buying advertising space. Media is about creating connections between the audience and a relevant and engaging experience. It transcends any one channel; focused on the delivery of content in the most relevant environment.

www.publicishealthmedia.com



AUDIENCE POLL #1



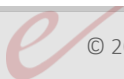
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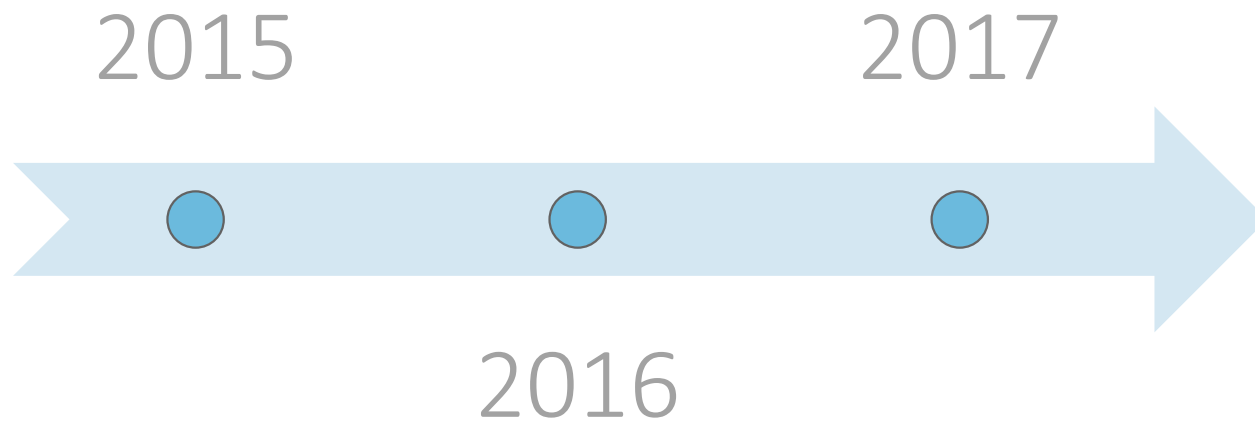
BACKGROUND INFORMATION

- IAB developed the “standard for viewable display impressions: a minimum of 50 percent of pixels in view for a minimum of 1 second”¹
- comScore reported that in 2014, only 46% of all ad impressions were viewable²
- “A small number of the worst performing campaigns generate the lion’s share of all Non Human Traffic impressions.” comScore, The Value of a Digital Ad Whitepaper³
- There are 17 Accredited Ad Verification Vendors⁴
- On a webinar on March 25, 2015 conducted by CMI/Compas and comScore, it was stated that there may be up to a 40% discrepancy between different analytic programs that measure viewability
- In a recent study by Sizmek, analyzing over 240 billion impressions in 2014, it was reported that creative format & placement can impact viewability: ⁵
 - In North America, rich media was 29% more likely to be viewable than standard banners
 - In North America, HTML5 format out-performed flash standard banners by 14.9%
 - Mobile ad placements are more viewable than desktop
 - Ads served directly to publishers increase viewability over ads served programmatically



TOPIC 1: AGENCY TIMELINE

What is your timeline to move toward ad viewability as currency?



Leanne



Eliot



Andrea



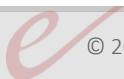
James



R.J.



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TOPIC 2: MEASURING VIEWABILITY

How do Moat and comScore measure viewability?



Leanne



Eliot



Andrea



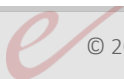
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TOPIC 3: CHOOSING A MEASUREMENT TOOL

How are you choosing the analytics tools that you are working with to determine viewability on publisher sites?



Leanne



Eliot



Andrea



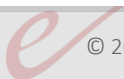
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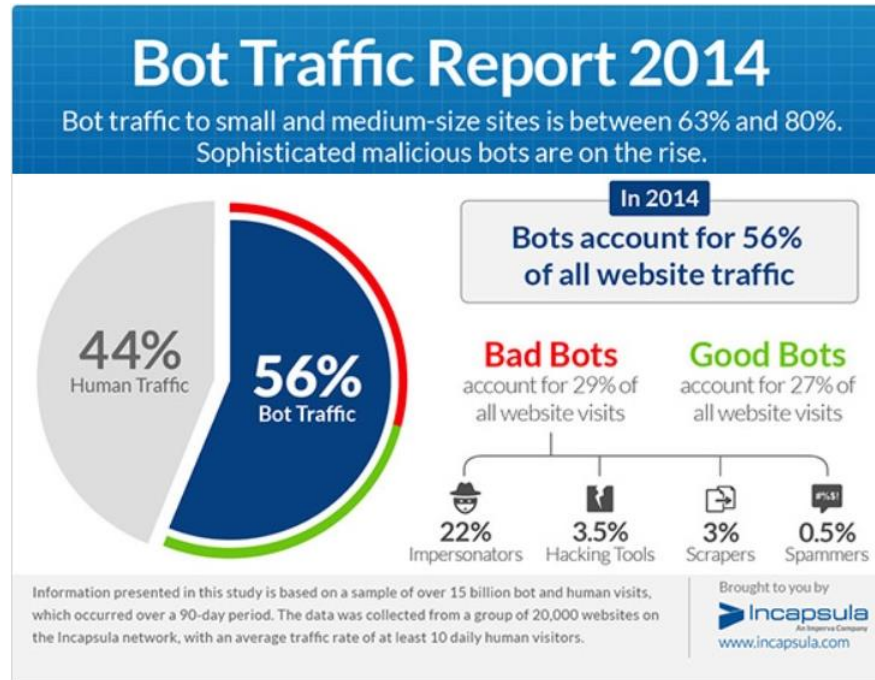


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TOPIC 4: NON-HUMAN TRAFFIC (NHT)

What is NHT and how big of a problem is it?



Leanne



Eliot



Andrea



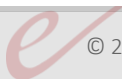
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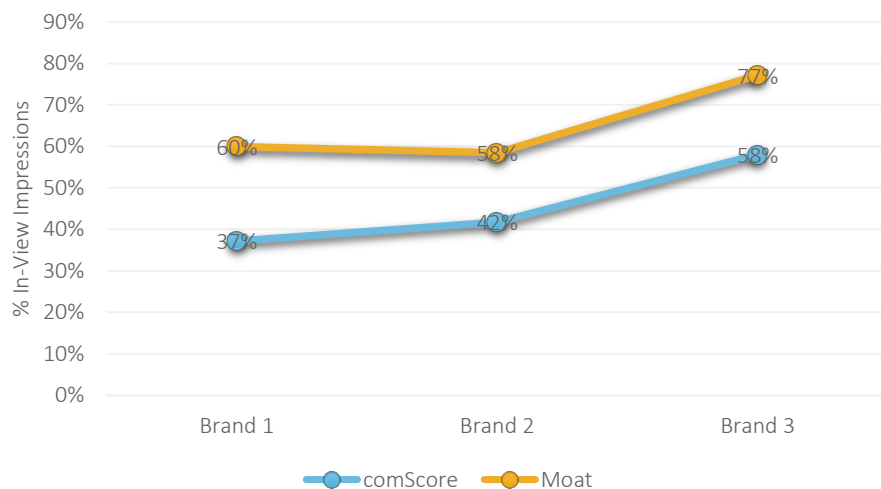
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TOPIC 5: DISCREPANCIES BETWEEN ANALYTIC TOOLS

Why are there differences of up to 40% between analytic tools for viewability metrics?

comScore v. Moat % In-View Impressions



Difference = Moat % In-View - comScore % In-View

Brands	Difference
Brand 1	23%
Brand 2	17%
Brand 3	19%

Leanne



Eliot



Andrea



James



R.J.



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TOPIC 6: OTHER METRICS BESIDES VIEWABILITY?

Are there other metrics that may be more useful than viewability to measure the effectiveness of a digital campaign?

Moat Analytics Benchmarks

Q4 2014 (Display) Desktop

50.5 %

In-View Rate

10.4 %

Hover Rate

20.0 s

In-View Time

63.1 %

Scroll Rate

29.2 %

Attention Quality

34.2 %

1 Sec Fully
On-Screen
Rate

43.4 s

Page Dwell Time

Leanne



Eliot



Andrea



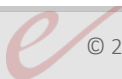
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TOPIC 7: CREATIVE FORMAT IMPACTS VIEWABILITY

Will you use different viewability expectations depending on the creative format, size, and/or placement (mobile, interstitial, bigger ads v. smaller ads)?

Standard Banner Viewable Rates by Format and Region (Jan–Dec 2014)

	Flash Standard Banners	HTML5 Standard Banners	% Change
Asia-Pacific	52.9%	73.4%	38.8%
Europe, Middle East & Africa	52.3%	57.1%	9.1%
Latin America	48.3%	71.0%	47.0%
North America	48.8%	56.0%	14.9%
Grand Total	50.8%	63.3%	24.7%

Source: Sizmek Research, December 2014; data is from campaigns where Sizmek viewability was enabled and only includes countries with at least 10 million impressions from January–December 2014.

Leanne



Eliot



Andrea



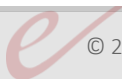
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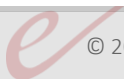


AUDIENCE POLL #2



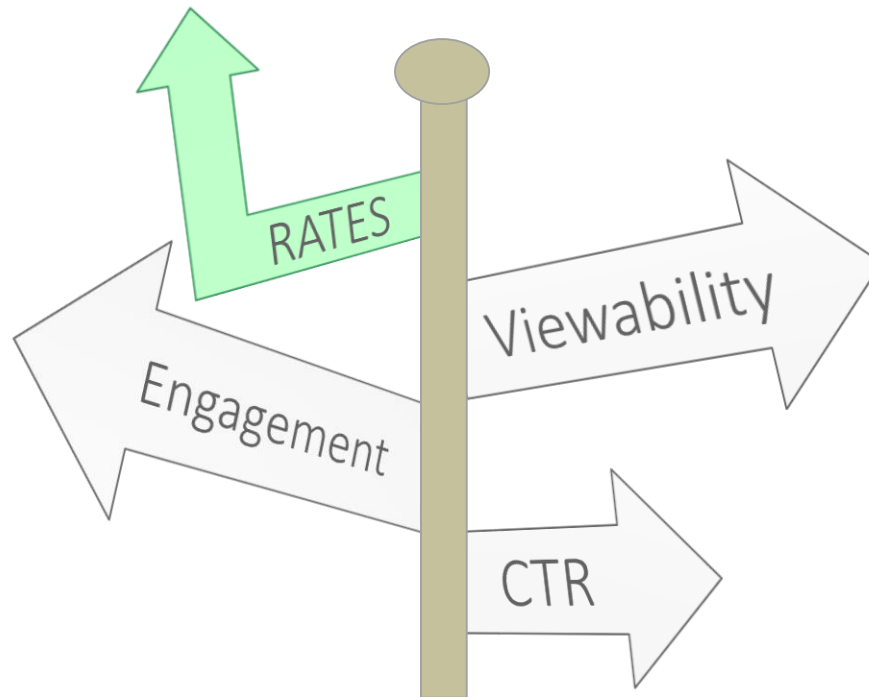
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TOPIC 8: PUBLISHER RATE INCREASES?

How are you preparing for publishers who respond to pay-per-viewable impression with rate increases?



Leanne

Eliot

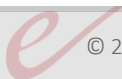
Andrea

James

R.J.



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TOPIC 9: IS THE INDUSTRY READY?

Is the ad industry ready for using Ad Viewability as a Currency?

“Through collective discussion and analysis, our industry and the MRC worked hard to build and agree on a standard definition of viewability, one that we support. But since doing so, not all of us have supported it, with some advertisers and publishers recently suggesting new definitions. What we cannot do as an industry is resort to building around multiple standards.”⁷

Neal Mohan, Vice President of Display and Video Advertising Products, Google, March 2015

Leanne



Eliot



Andrea



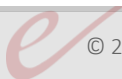
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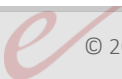


AUDIENCE POLL #3



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FOOTNOTES

1. Sherrill Mane. “Viewability Has Arrived: What You Need To Know To See Through This Sea Change.” *IAB*. Web. March 31, 2014 <http://www.iab.net/iablog/2014/03/viewability-has-arrived-what-you-need-to-know-to-see-through-this-sea-change.html>
2. “2015 US Digital Future In Focus.” *comScore, Inc.* p. 14. Web. March 26, 2015. <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/2015-US-Digital-Future-in-Focus>
3. “The Value of a Digital ad Whitepaper.” *comScore, Inc.* p. 4 Web. February 5, 2015. <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/The-Value-of-a-Digital-Ad>
4. “MRC Accredited Viewable Display Impression and/or Ad Verification Vendors: Enhanced Description (as of 3/2/15) MRC. Web. March 2, 2015. http://mediaratingcouncil.org/030215_AdVerification%20disclosures%20PostReconciliation.pdf
5. “Viewability Benchmarks Winter 2015.” Sizmek. Web. April 2, 2015. <http://www.sizmek.com/resources/post/sizmek-releases-viewability-benchmarks>
6. Igal Zeifman. “2014 Bot Traffic Report: Just the Droids You were Looking for.” Incapsula. Web. December 18, 2014. <https://www.incapsula.com/blog/bot-traffic-report-2014.html>
7. Neal Mohan. “Toward Viewability: You Can’t Count What You Haven’t Measured” *think with Google*. Web. March 2015. <https://www.thinkwithgoogle.com/articles/toward-viewability-advertising-measurement.html>



THANK YOU

Thank you for participating in today's 90@90: Special Edition on Viewability.

Please submit your questions in the “Questions” box of the GoToWebinar control panel.

A resource kit on viewability will be sent to you this week.

If your question doesn't get answered today, feel free to email it to: sem@ehsmail.com.

Please visit eHealthcareSolutions.com/subscribe to register for *The Connection*, eHealthcare Solutions' monthly eNewsletter. *The Connection* provides updates on viewability and other topics relevant to pharma marketing.

