

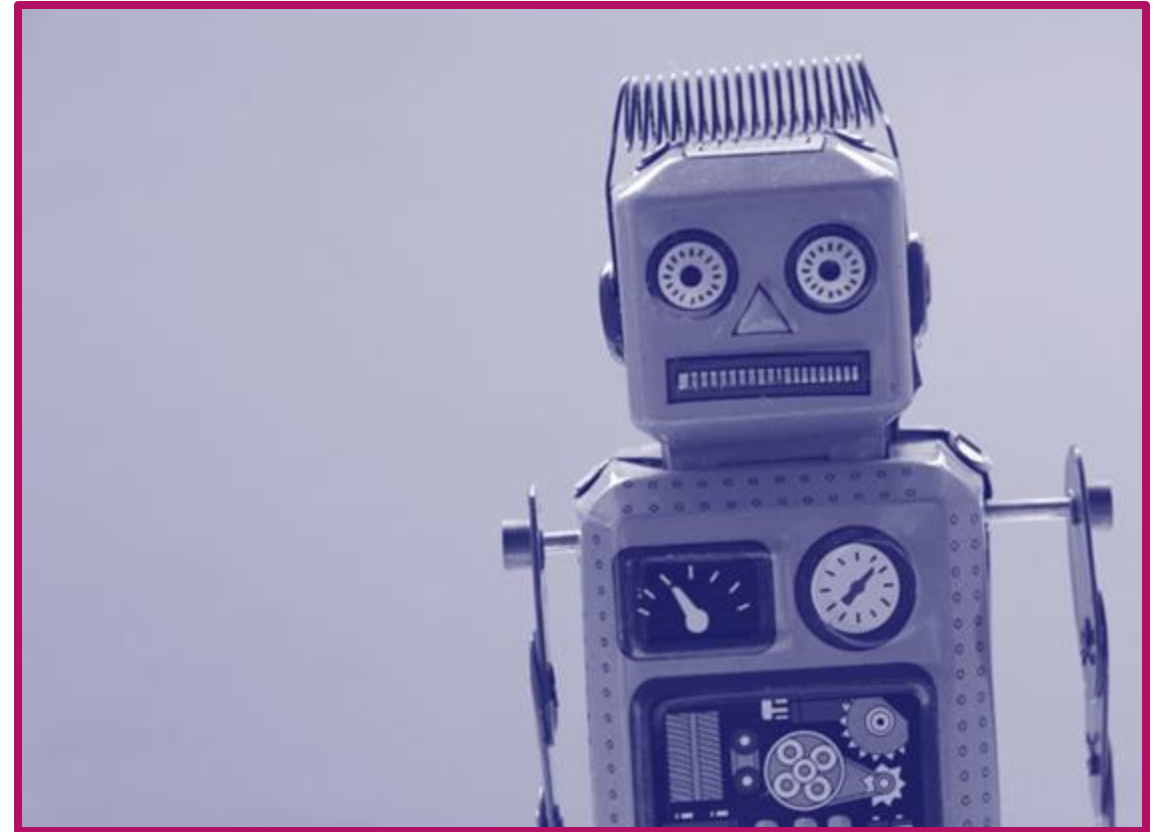


Impressions \neq Impacts

ROUTE

Impression: Measurement of responses from a web server filtered from robotic activity and error codes, recorded at a point as close as possible to opportunity to see the page by the user.

Viewable impression: >50% of pixels on an in-focus browser tab on the viewable space of the browser page for greater than or equal to one second, post ad render (for video ads it's 2 seconds)



Digital impressions are equivalent to a count of OOH spots / ads broadcast.

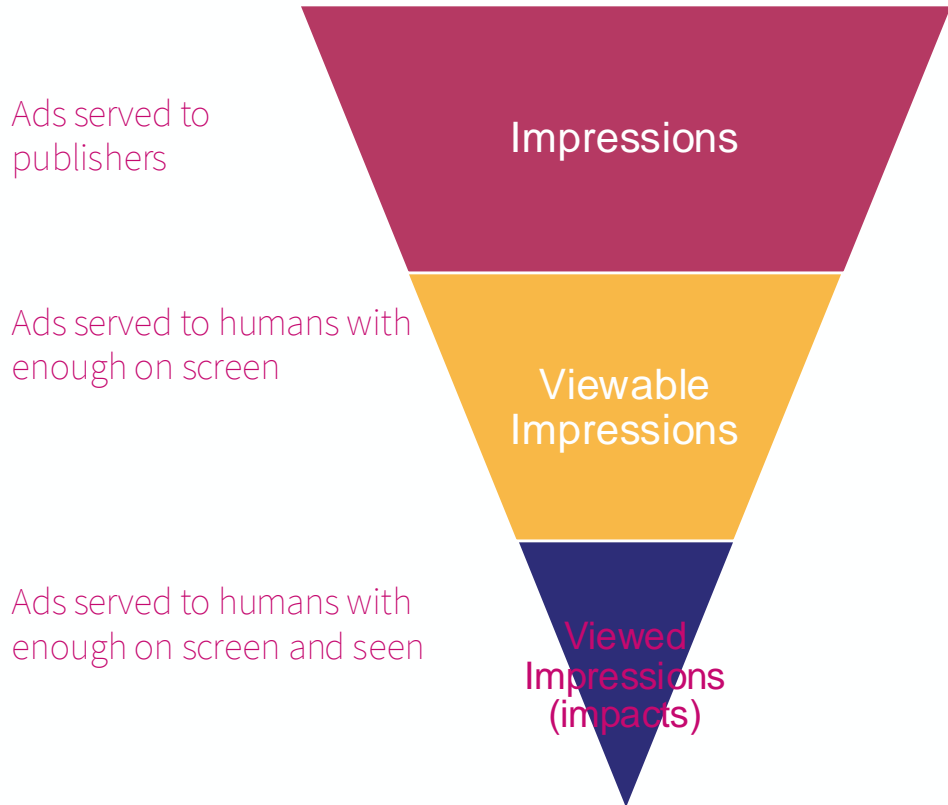
Not only is this not a measure of audience, but it does not work in a one to many medium. Multiple people see each ad broadcast. Server clicks under sell true audiences.



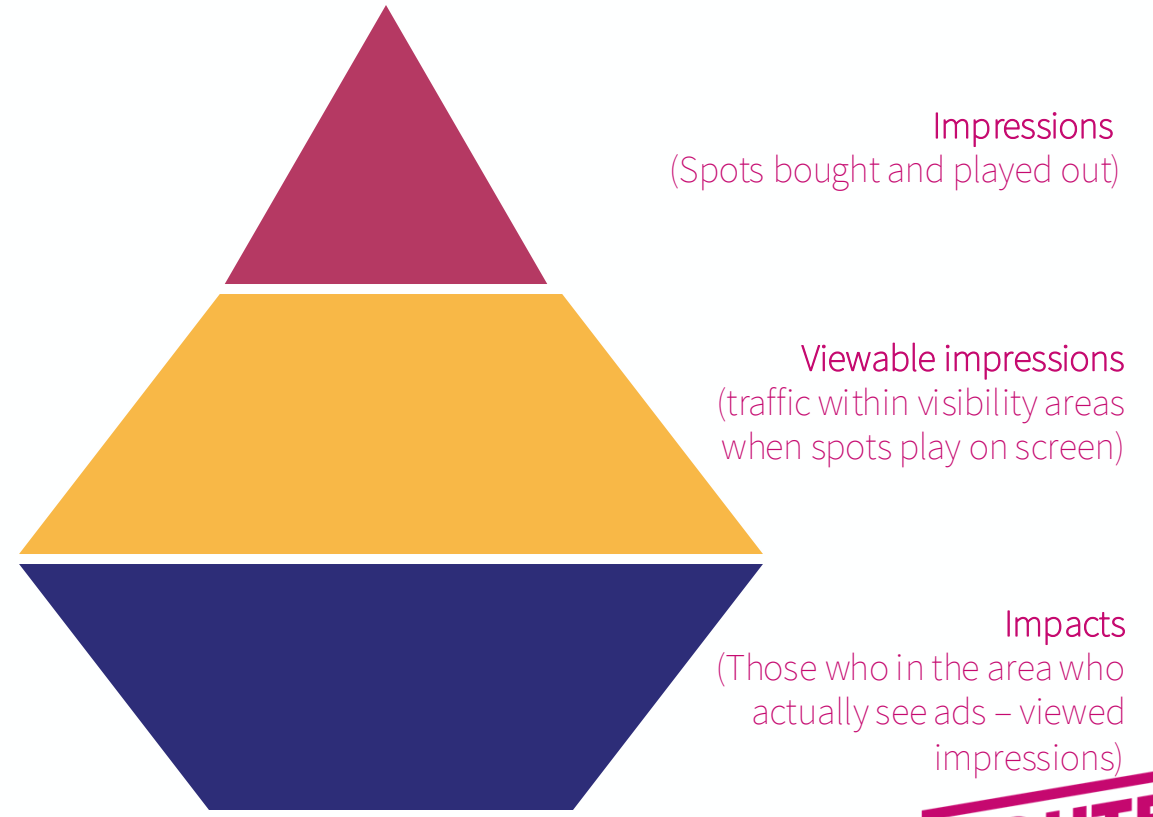
OOH spots generate multiple impacts.

The the audience funnel is different to that of other media...

One to one medium i.e. online / mobile



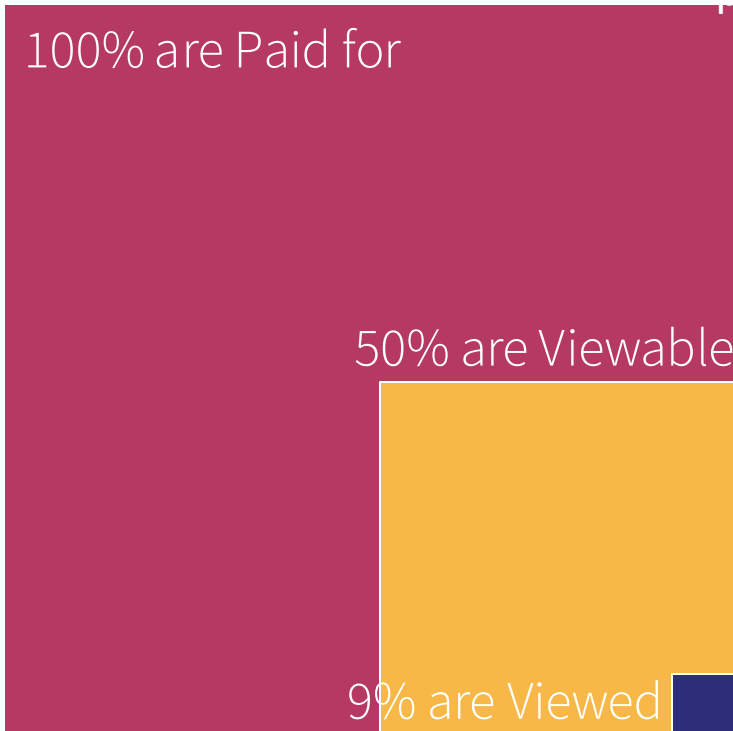
One to many medium i.e. OOH



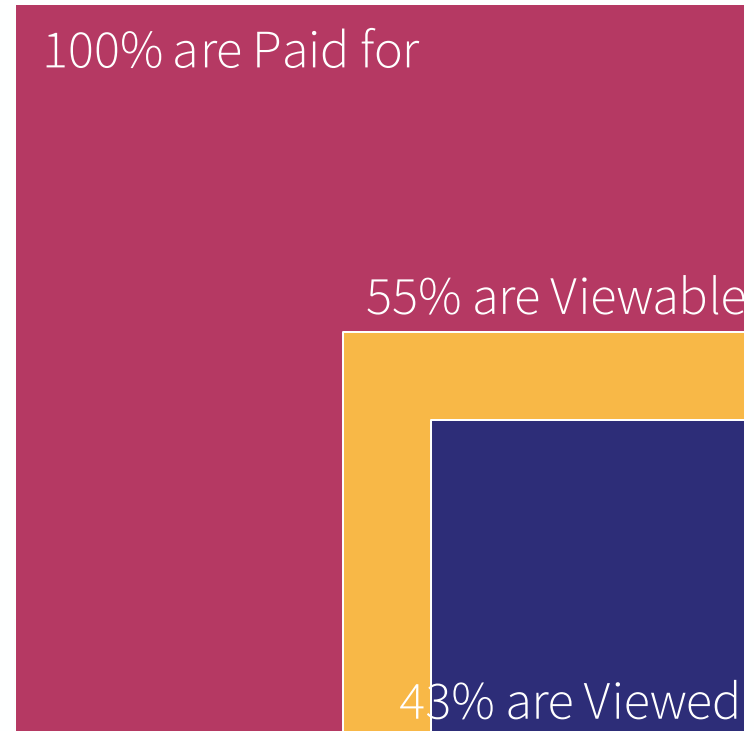
Impressions over estimate audience by up to 91%

Visibility adjusted impacts are a much better measure of the people actually seeing campaigns

Online Desktop



Online Mobile



Out of Home

