

# IAS Quality Attention™



IAS's Quality Attention provides you with a suite of metrics that enable you to evaluate campaign performance beyond core verification metrics, such as time-in-view, volume up/down/mute, user scroll, & more.

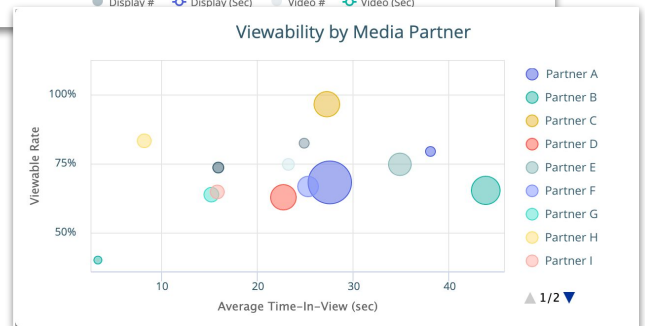
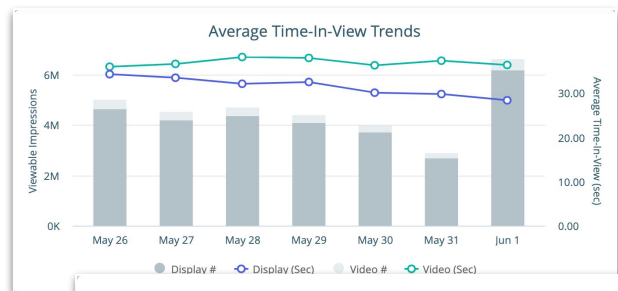
In a recent study, we saw 171% lift in conversion rate for impressions with time-in-view greater than 15 seconds. With our Quality Attention metrics & reporting, you can reallocate media dollars toward placements that drive marketing outcomes.

## WHAT YOU GET

**Enhanced insights & metrics:** optimize towards higher attention and drive real campaign engagement with Quality Attention reports

**Increased ROI:** connect campaign exposure to business outcomes

**Research-based approach:** IAS is committed to researching and delivering attention metrics that actually drive marketing outcomes



## Attention Report Metrics now available

### IAS Quality Attention

- Avg Time-in-View
- Time-in-View Distribution
- Eligible ads for Viewability
- Measured Ads
- Measured Rate
- Viewable Impressions
- Viewable Rate (Out of Measured Ads)
- Valid viewable video ads
- Pause/Unpause
- Volume Up/Down/Mute
- User Scroll
- Full-Screen Plays
- Auto play ads
- Click to play ads
- Viewable valid quartiles
- Viewable valid quartiles rate

To get started, contact your IAS representative.