

Total Visibility™

Understand the true financial impact of media quality



Only IAS is able to show you the true financial impact of media quality. Our industry-first Quality Path Optimization (QPO) solution, **Total Visibility™**, provides programmatic supply path transparency with near real-time and impression-level financial reporting to help you **optimize your media spend and drive marketing outcomes**.

WHAT YOU GET

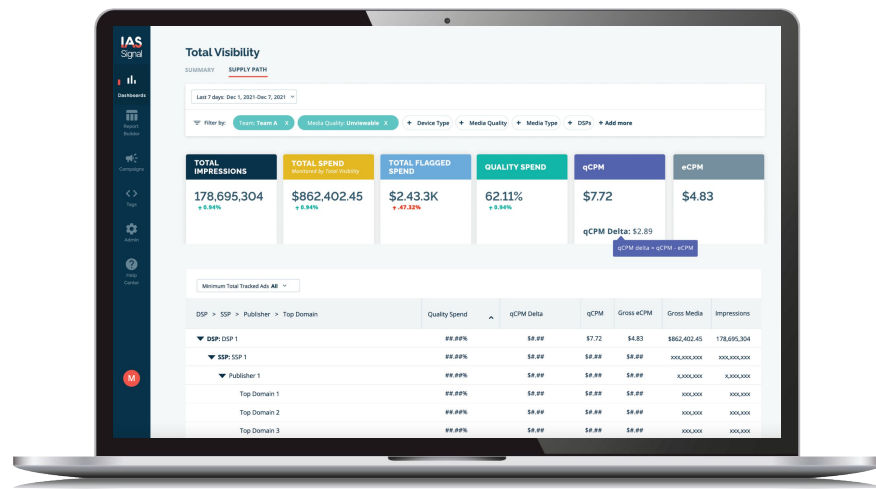
Verify media quality against IAS's standard Brand Safety, IVT, and Viewability metrics

Quantify media cost and understand the financial impact of blocked ads and the cost of quality inventory all in one place

Optimize media efficiency to unlock premium performance at efficient pricing

Global coverage across desktop and mobile environments for display and video placements

A summary of your programmatic data and key metrics like qCPM and quality spend - at no added cost to you!



CASE STUDY: Nestlé Finds the True Cost of Flagged Media

INSIGHT

During a live Nestlé campaign, a single domain was consistently flagged as brand unsafe. With Total Visibility, Nestlé was able to see that 3.77% of unsafe impressions represented 9.23% of their total media spend.

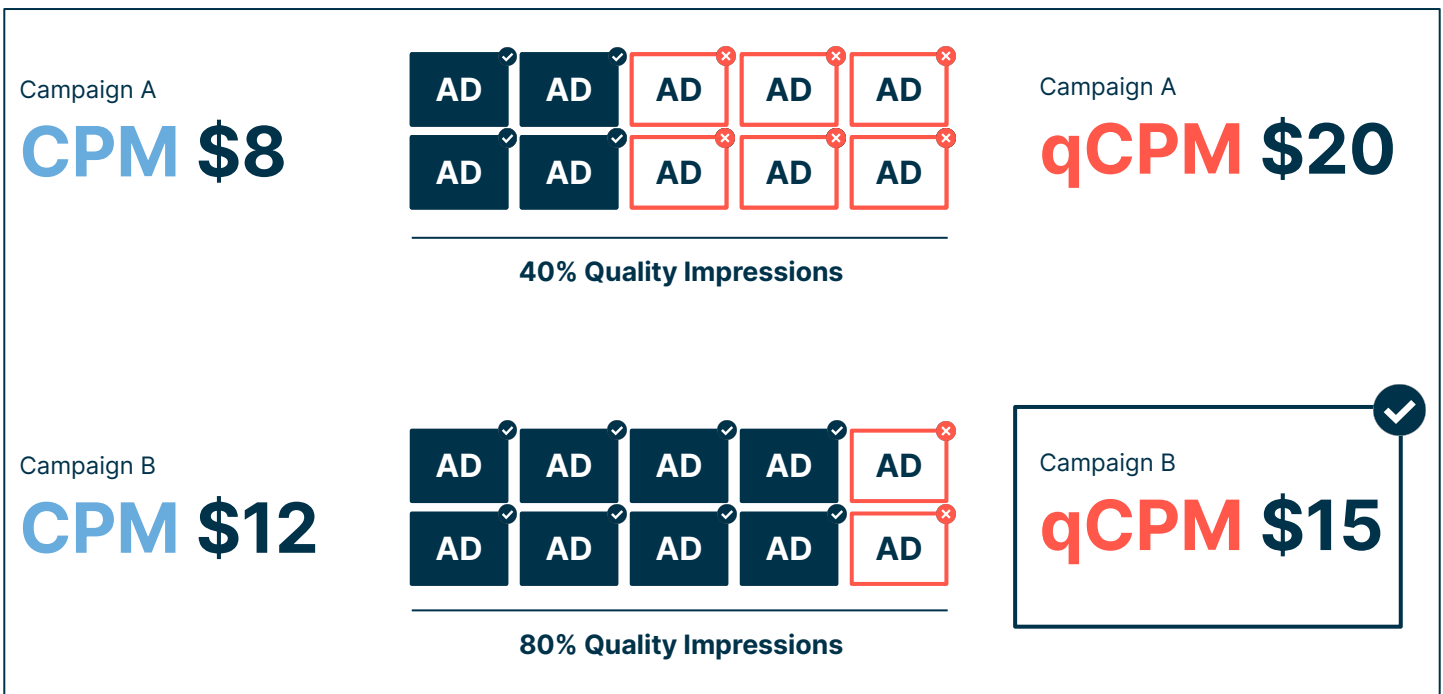
RESULT

Within six hours of this realization, Nestlé excluded the domain and directed spend away from brand-damaging placements. Money earmarked for unsafe inventory was redirected to safe media.

DRIVE COST EFFECTIVENESS FOR HIGH QUALITY INVENTORY

Quality CPM calculates the cost of reaching true qualified media. As waste increases, qCPM increases as well. Marketers chasing lower eCPM may actually increase their qCPM by inadvertently buying lower quality inventory. qCPM is the solution for this. Viewing programmatic media through the lens of qCPM allows the buyer to measure and understand the true financial value of an impression.

Example: Campaign A has a CPM of \$8 but only 40% of the impressions that were bought were Quality Impressions. This resulted in a qCPM of \$20. Compare that to Campaign B, currently running with a \$12 CPM which is 50% higher than Campaign A. On the surface, this would indicate that Campaign B is not as efficient. However, if the impressions in Campaign B are 80% Quality Impressions, the resulting qCPM would only be \$15, 25% lower than the Campaign A.



AD Quality Impression™

AD Low quality media

To learn more about Total Visibility™, [contact us today!](#)