

Verizon Media Group (formerly Oath) Reaches New Heights in Viewability

Overcoming mobile app scalability issues with Fyber's unique solution

Verizon Media Group (formerly Brightroll, an Oath company) - is one of the world's biggest programmatic video ad demand-side platforms.

The challenge

A key element in most advertisers' strategy is to reach users in the in-app environment. VPAID is meant to be the solution for the long lasting issue of measurement and tracking in mobile. All of Verizon Media Group's advertisers have adopted and been using this interface to support viewability measurement. Scaling VPAID mobile app has been a major challenge as VPAID inventory is scarce, mainly due to technical challenges in bringing this format over to the app environment. Verizon Media Group partnered with Fyber to find a way to scale VPAID traffic in the mobile app environment.



Advertisers and DSPs use VPAID mainly because of the greater level of transparency and interactivity it provides versus the standard VAST tags. DSPs obtain key measurements such as viewability or ad delivery errors "wrapping" all their video creatives - when possible - in VPAID. This means that, for instance, in order to optimize towards the AVOC rate, with a flick of a button, DSPs would be automatically excluding all VAST-only supply as viewability in these placements is not measurable. Because so many DSP functionalities and measurements are tied to the use of VPAID, the ability to access VPAID supply at scale is crucial.



Oriol Diaz - MANAGER, PLATFORM OPERATIONS AND EXCHANGE MARKETPLACE AT VERIZON MEDIA GROUP

The solution

In an attempt to adjust to the long-awaited needs of the industry, significant efforts were made to achieve a more seamless flow of brand spend to mobile. The Fyber team had spent close to 8 months tackling the VPAID scalability issue and further developed the Fyber platform into the first and only publisher platform in the industry that fully supports VPAID for all common mobile app ad units such as interstitial and rewarded video. Fyber has also partnered with Innovid, the world's leading video marketing platform, to supplement its in-house solution.

Fyber was the first publisher platform to come to us with a solution for scaling our video campaigns further in the mobile environment, something we had been aiming to achieve for a long time. It offers VPAID mobile app supply at scale. The results we have seen with Fyber's VPAID mobile app supply have been fantastic but not unexpected. In fact, this type of performance and scale are what mobile app publishers have promised for some time. The only difference now is that our advertisers and DSP are able to measure and optimise towards it.

Oriol Diaz
 MANAGER, PLATFORM OPERATIONS AND EXCHANGE MARKETPLACE
 VERIZON MEDIA GROUP

The results

With the introduction of Fyber's scalable VPAID mobile app solution, video ad campaigns have started to run safely and smoothly in the mobile environment. As soon as the solution was enabled from the technical perspective, brand campaigns were able to successfully find their desired users in mobile apps while maintaining the ability to measure campaign metrics. As a result, a massive brand digital marketing budget flow was unlocked into the mobile app environment. Through the Fyber platform, advertisers connected to Oath are now able to buy the right blend of gaming and non-gaming app inventory based on audience data from the largest pool of mobile app VPAID inventory on the market. In addition, Verizon Media Group gained deep visibility into viewability scores for all of its advertisers.



98% viewability rate of the measurable inventory



50% audible and viewable on completion (AVOC)



Share of video impressions served on mobile app inventory grew from 4% to 15%



Execution rate improved from 10% to 50%



Oath gained access to thousands of new publishers