

# BUY VIEWABLE IMPRESSIONS ON AUCTION OR RESERVE ON THE GOOGLE DISPLAY NETWORK




Buying viewable impressions brings an additional layer of accountability and efficiency to your brand campaign on the Google Display Network. When you enable viewable impressions on CPM, you can target and buy impressions that are viewable only on both auction and reserve.\* Buying viewable-only impressions helps you reach your brand goals by allowing you to run a smarter, more efficient brand campaign.

Viewability is determined in real-time on an impression-by-impression basis, measuring whether or not a display ad is rendered and for how long. Advertisers and publishers are able to track the proportion of their inventory that was actually viewable, helping to make viewability a standard metric alongside served impressions and clicks.



\*Reserve viewability buys are for managed accounts only

## Key Features

-  **ACCOUNTABLE:** Pay only for ads that are measured as viewable
-  **SCALABLE:** Take advantage of the largest reach of viewable impressions across thousands of brand-safe sites
-  **FLEXIBLE:** Buy on the GDN auction on a CPM basis or on reserve – works with all types of targeting

Achieve effective ad buys, purchasing on a viewable impression basis.

## BUY IMPRESSIONS THAT ADHERE TO THE IAB'S DEFINITION OF VIEWABILITY:

50% on screen  
for more than 1 second



# Why is buying viewable impressions so powerful?



## Leverage our sophisticated MRC-accredited viewability technology, based on IAB standards.

Our viewability measurement solution Active View has been accredited by the Media Rating Council (MRC). Google has been working with advertisers and publishers, as well as the IAB's 'Making Measurement Make Sense' initiative to ensure that we're putting forward the best product for the growing viewability industry.

### ✓ Accountable

- Purchase ads that can be seen, based on our sophisticated technology that determines whether or not an ad is rendered and for how long
- Leverage impressions that adhere to the IAB's standard of viewability and are more than 50% on screen for over 1 second.
- Keep your brand safe with our publisher sites that are technically and manually reviewed
- Eliminate the need to rely on 3rd party verifiers

### ↕ Scalable

- Tap into the largest quality inventory of measurable, viewable impressions
- Reach audiences at scale with support for short flight campaigns

### \$ Flexible

- Buy ads on the GDN auction on a CPM basis or on reserve