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Facebook to revolutionise digital adverts; Leading the way | Website wants to provide users with more value when it comes to online ads

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Leading the way | Website wants to provide users with more value when it comes to online ads

Facebook advertising has been increasing in popularity ever since the social media boom and they are not satisfied with the progress that they have made so far. Facebook has come up with a number of ways to ensure they are at the top of the advertising innovation. In addition to the ads on Facebook itself the company has also started working on a broader ad platform and it has also relaunched Atlas, which would take its advertisements and advert-technology to outside websites and mobile apps.

Facebook also wants to provide its users with more value when it comes to their advertisements while making them market leaders on the mobile platform. Increasingly, advertisers, publishers and the advertising industry in general believe that the way forward is to measure viewed advertising rather than served advertising. Served advertising means that the advertisement has been displayed on a page which has been viewed as opposed to viewed advertising which requires the user to have scrolled to the part of the page where the advertisement is for view to be counted.

With viewed advertising instead of served advertising, companies would be able to change advertising analytics forever by making them a lot more reliable. The shift from served impressions to viewed impressions is already taking place and with Facebook ads branching out of the Facebook website this could not come at a better time.

"We're working closely with Facebook and they're doing compelling research around the viewable status and value of advertising of all types of impressions on their media, including those that quickly come in and out of view on a person's screen. We will continue to collaborate and ensure that we consider the learning relevant to feed-based, mobile focused publishers in our viewable impression standard going forward," said George Ivie, CEO and executive director at Media Rating Council.

"Adherence to viewable impressions is one of the reasons we count Facebook as a primary media partner. We buy ads to grow our business, not fill impression quotas; and we don't invest in creative only for it to go unseen. Reasonable standards are good for media buyers and providers," said Brandon Rhoten, VP, Digital & Social Media at The Wendy's Company.

'Executives will benefit'

"Any effort by marketers to reach consumers is driven by the concept that their message has the opportunity to be viewed, which is why we align with Facebook on their approach to viewability. By working closely with our media

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partners like Facebook and the Media Rating Council we hope to lead the charge on setting standards for viewed impressions that would drive the industry in the right direction and, in turn, ensure our clients get the most return on investment," said Julian Zilberbrand, EVP Activation Standards, Insights and Technology, ZenithOptimedia Group.

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