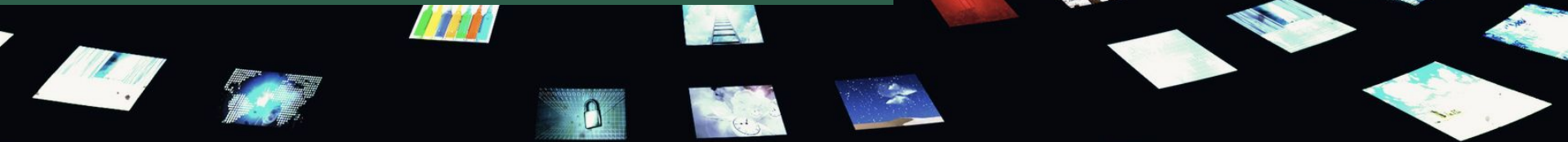




CROSS CHANNEL MEASUREMENT IN AN OMNICHANNEL WORLD




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IAS - Integral Ad Science

RÖKT FISK
ÄL  SIK
 BÖCKLING

A fishing boat is shown on the water, with a large number of birds flying around it. The boat has a white upper section and a dark lower section. The text "RK" is visible on the side of the boat. The background shows a hazy sky and distant land.

THINGS THAT ARE
IMPORTANT TO KNOW TO
BE **SUCCESSFUL** IN THE
FISHING INDUSTRY





THE OCEAN IS

BIG

WHERE?



HOW?



TOOLS?



VESSEL?





RISKS & CHALLENGES

STORMS

RISKS & CHALLENGES

SEALS

RISKS & CHALLENGES

WRONG
TYPE OF
FISH



20 YEARS AGO

No programmatic, no social
media minimal spend on digital

10 YEARS AGO

26% of media spend
is digital

TODAY

62% of media spend
is digital





IT'S A BUSY WORLD

EVERY MINUTE

156 million

emails are sent

16 million

text messages are sent

4,146,600

videos are watched
on YouTube

990,000

swipes on Tinder

527,760

photos are shared by
Snapchat users

456,000

tweets are sent
on Twitter

46,749

photos are posted on
Instagram

45,788

trips are taken by
Uber riders

15,000

GIFs are sent via
Facebook messenger

\$51,892

p2p transactions are
processed by Venmo

600

new page edits to
Wikipedia

13

new songs are added
by Spotify



1.

MARKETING INVESTMENT
SHOULD BE SPENT TO REACH
REAL PEOPLE.

5.2 MILLION

Internet users in Finland

5.2 MILLION

Possibilities to connect





WITH PEOPLE,
NOT BOTS



Global ad fraud
predicted to reach

**\$172 BILLION
BY 2028**

2.

ADVERTISING NEEDS TO CUT THROUGH.

Mobile users touch
their phone

2,617

times every day



Attention span
has dropped to

8 seconds

That's less than
a goldfish!



3.

GREAT BRANDS CONTROL
THE ENVIRONMENTS IN
WHICH THEY ARE SEEN.

500 hours
of video are uploaded
every minute to
YouTube alone



BRAND SAFETY

56%

of consumers are less likely to purchase products when placed near unsafe content



UNVIEWABLE

31%

of ads displayed in digital advertising are unviewable to consumers



23%

of **\$88 billion** in open programmatic ad spend, was wasted on ineffective ad placements and bad websites.

OPERATIONAL CHALLENGES

Challenges in Managing Data, Supply Chain, and Campaign Optimization



FRAGMENTED DATASOURCES

The lack of a unified platform to aggregate insights and data hampers effective decision-making.



INEFFICIENT SUPPLY CHAIN MANAGEMENT

Without intelligent systems to filter out inefficiencies, ad spend can be wasted on low-quality impressions.



LACK OF CENTRALIZED INTELLIGENCE

The absence of an integrated platform with advanced analytics makes it hard to optimize campaigns and take action to improve ROI.

PERSONALIZATION

Performance is maximized when ads are contextually relevant and adjacent to quality content.

RELEVANCE

76%

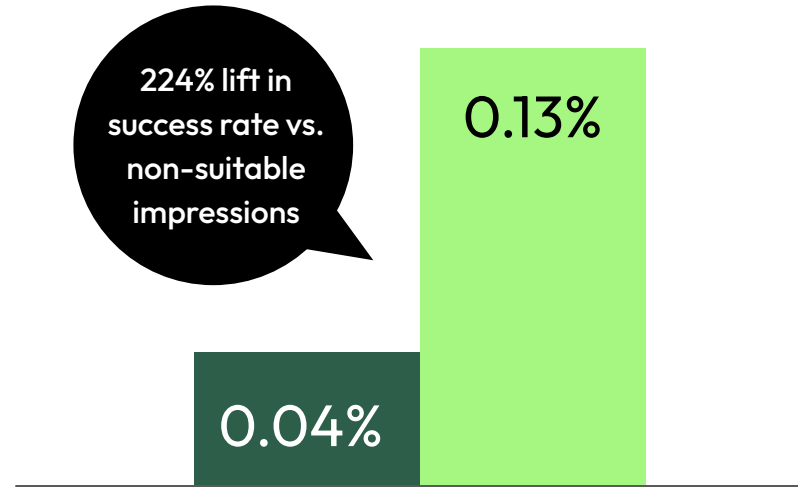
of consumers say they are more likely to consider purchasing from brands that personalize. (1)



MEDIA QUALITY IS NO LONGER JUST AN INSURANCE POLICY

When measuring high quality impressions and their success rate vs low quality impressions, clients have experienced a positive impact on campaign effectiveness and efficiency

■ Flagged Impressions ■ Quality Impressions



WHERE?



HOW?



TOOLS?



VESSEL?



WHERE?



HOW?



TOOLS?



VESSEL?





THANK YOU

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IAS 