

Viewability Victory

Manufacturing intelligence
content platforms deliver
above industry averages

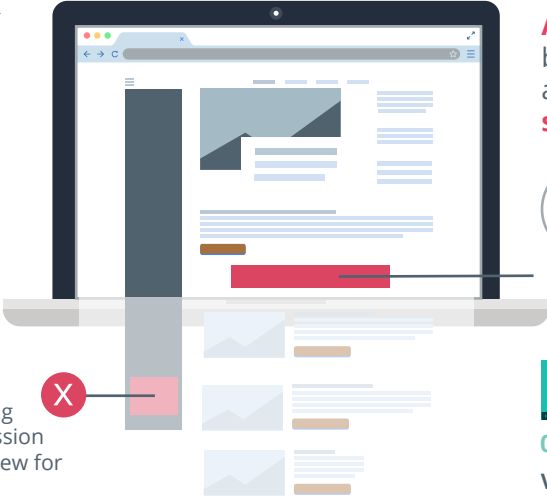
What is viewability?

Viewability tracks impressions that can be SEEN by users.

To be counted:



At least
50% of
the ad is
on screen



Advertisers
may be paying
for an impression
that isn't in view for
1 second.

AND it must
be **visible** for
at least **one
second**



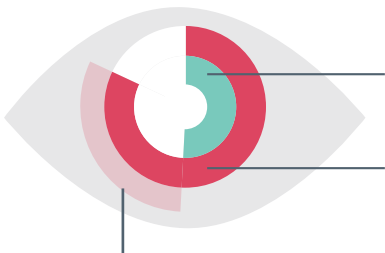
Videos must be
seen for **at least
2 seconds**.

Why it's important:

Viewability is good for user engagement.

Our overall click-through rates have improved 65%.

Our new content websites
lead in viewability.



31% More viewable
than the industry standard
according to Moat averages.

51%
Industry
Standard

82%
Our Content
Platform



Viewability is a
**powerful
metric** that
ensures a real,
live **human
has viewed
your ad.**

Ensure your ads are SEEN.