



THE INDIAN SOCIETY OF  
ADVERTISERS





## ABOUT THE ISA

- The Indian Society of Advertisers (ISA) is **the peak body representing advertisers across India for 70+ years.**
- ISA is one of the **founders of** Advertising Standards Council of India (**ASCI**).
- ISA is one of the three constituent bodies that **formed Broadcast Audience Research Council (BARC)**, a pioneer body in TV audience measurement.
- ISA is also one of the **founding members of the World Federation of Advertisers (WFA)** that operates from Brussels.
- ISA's **mission** is to **safeguard the interest of advertisers by promoting efficient and effective Advertising Practices**

# WE ARE THE INDIAN SOCIETY OF ADVERTISERS





**Sunil Kataria**

Chairman, ISA  
CEO, Raymond  
Lifestyle



**Tejas Apte**

ISA Media Forum  
Chairperson,  
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## FOREWORD

As the Indian advertising landscape continues to evolve, the need for a robust and transparent framework has never been more critical. The Indian Society of Advertisers (ISA) has been at the forefront of these developments, committed to fostering a media ecosystem that prioritizes transparency, efficiency, and the highest standards of practice.

We are proud to present the culmination of our efforts in the form of the ISA Media Charter Playbooks. These playbooks—focused on Brand Safety, Ad-Fraud, Viewability, and First-Party Data—represent the collective expertise, insights, and commitment of industry leaders and stakeholders. The creation of these playbooks has been a meticulous process, driven by our shared vision to safeguard the interests of brands, consumers, and the broader advertising community.

In an era where digital advancements and the proliferation of media channels present both opportunities and challenges, these playbooks offer a comprehensive guide to navigating this complex environment. They serve as a testament to our dedication to upholding the highest standards in advertising. We extend our deepest gratitude to everyone involved in the development of these playbooks—our members, partners, and industry experts—whose contributions have been invaluable.

We believe that these resources will empower advertisers to make informed decisions, enhance the effectiveness of their campaigns. With the launch of these playbooks, we reaffirm our commitment to safeguarding the interest of advertisers by promoting efficient and effective Advertising Practices.



## LEGAL ADVISORY

The use of brand names, vendor names and/or company names in the ISA Media Charter (IMC) playbooks and/or any mention or listing of specific commercial products or services in these playbooks is solely for educational purposes and does not imply endorsement by the ISA, nor discrimination against comparable brands, products or services available in the market. ISA does not endorse or recommend any vendor/company and references to any vendor/company in the IMC playbooks are incidental and have been used with the consent of such vendor/company for illustrative purposes. ISA members are not obligated to follow the recommendations outlined in the IMC playbooks. Each member should independently evaluate which suggestions, brands, vendor or company is best suited to their specific business needs, policies, and values. The action plans presented in the IMC are intended as recommendatory and optional guidelines. While the IMC playbooks address various challenges within the digital advertising ecosystem and propose potential solutions for improved efficiency and effectiveness, members are encouraged to consult their legal counsel if necessary before implementing any suggestions. ISA makes no representations or warranties regarding the content or outcomes of the IMC playbooks





# ISA AD VIEWABILITY PLAYBOOK

# VISION



In today's rapidly evolving digital landscape, ensuring that advertisements are seen by their intended audience is more crucial than ever. Our vision for the ISA Ad Viewability Playbook is to provide advertisers, agencies, and digital teams with a comprehensive and actionable guide to enhancing ad viewability. By doing so, we aim to foster greater transparency, accountability, and effectiveness in digital advertising. This playbook is designed to demystify the concept of ad viewability, clarify common misconceptions, and provide practical strategies for continual improvement. It highlights the importance of collaboration across the advertising ecosystem and the role of innovative technologies like AI in driving better viewability outcomes.

# ISA AD VIEWABILITY SUB-COMMITTEE



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ISA Ad Viewability  
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Media Head, Amazon



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**Shashi Udyavar**  
Industry Head  
(CPG), Meta



**Shreya Godani**  
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Sonam Pradhan  
Media & Digital Marketing Head  
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**1** What is viewability?

**2** Standards for measuring viewability

**3** Why is viewability an important metric in marketing and media?

**4** Best practices for enhancing Ad viewability

**5** Strategies for continual improvement

**6** Role of AI in increasing viewability

**7** Viewability way forward

**8** Summary and Considerations



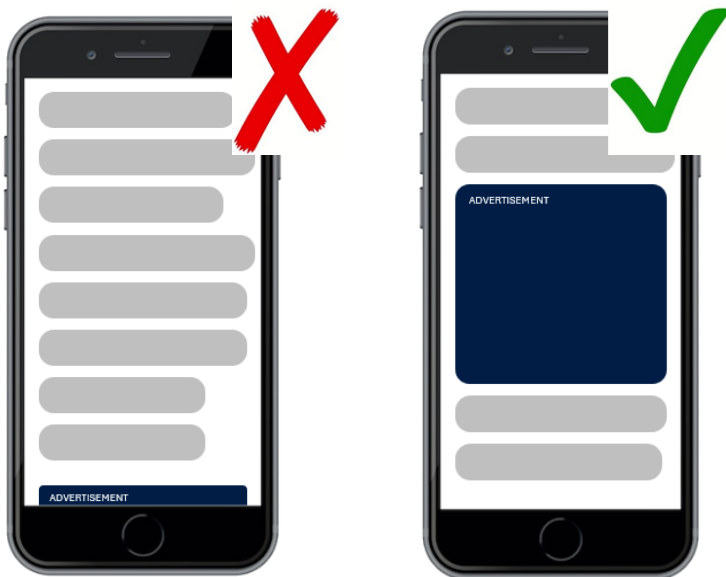
## SECTION 1

# WHAT IS VIEWABILITY?

Image source: <https://www.adweek.com/performance-marketing/demanding-more-stringent-measurement-some-brands-are-using-their-own-viewability-standards/>

## WHAT IS VIEWABILITY?

Viewability is a digital advertising metric that measures whether an ad was in a position to be seen or 'viewed' by a user



Media Rating  
Council, Inc.

50% of the creative is visible	1s continuous duration
--------------------------------------	------------------------------

*Display*

50% of the creative is visible	2s continuous duration
--------------------------------------	------------------------------

*Video*

\*Viewability are not video views or completed video views – a common misconception



## SECTION 2

# STANDARDS FOR MEASURING VIEWABILITY




Image source: <https://strikesocial.com/blog/ad-viewability-measurement/>

## WHAT ARE THE INDUSTRY STANDARDS OF VIEWABILITY?



Group M

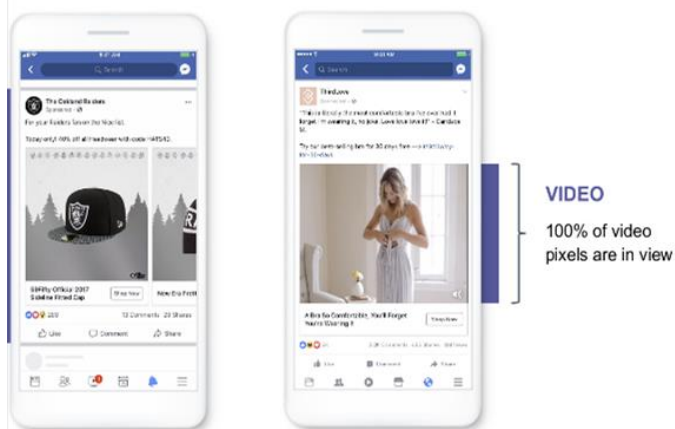


		Group M		
<b>Display</b>	At least 50% of its area is visible on the screen for at least 1 second.	100% Pixels in view for 1 second	Follows MRC Standards	1 pixel enters the viewpoint
<b>Video</b>	At least 50% of its area is visible on the screen while the video is playing for at least 2 seconds.	100% Pixels in view 50% duration Sound On	Follows MRC Standards	1 pixel enters the viewpoint and video plays continuously for 3 seconds.

*This also highlights the need to standardise viewability metrics across the industry*

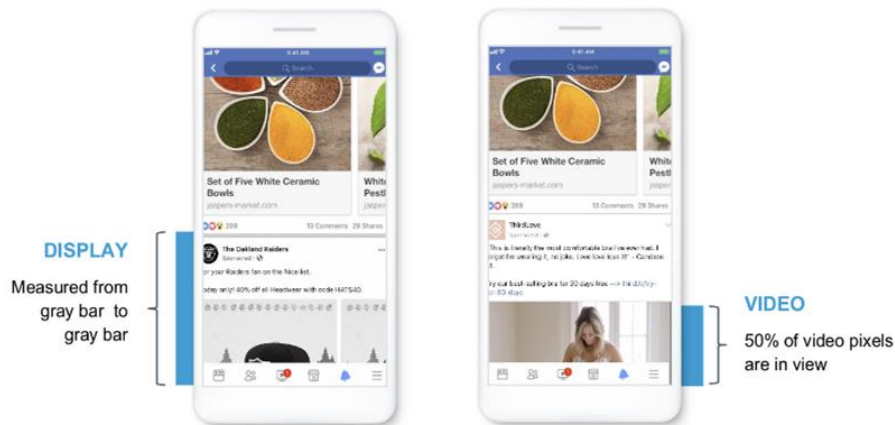
# WHAT ARE IN-VIEW IMPRESSION TYPES?

## 100% In-view Impression



Entire area of the ad is visible on the viewer's device screen for the duration specified by the platform's standard

## 50% In-view Impression



At least half of the ad's area is visible on the screen for the required time frame





## WHAT ARE THE COMMON MISCONCEPTIONS ABOUT VIEWABILITY?

### VIEWABILITY IS NOT VIEW THROUGH RATE

In a survey conducted across advertisers and media professionals, we observed viewability as a metric getting confused with View through Rates (VTRs). These are two different metrics.

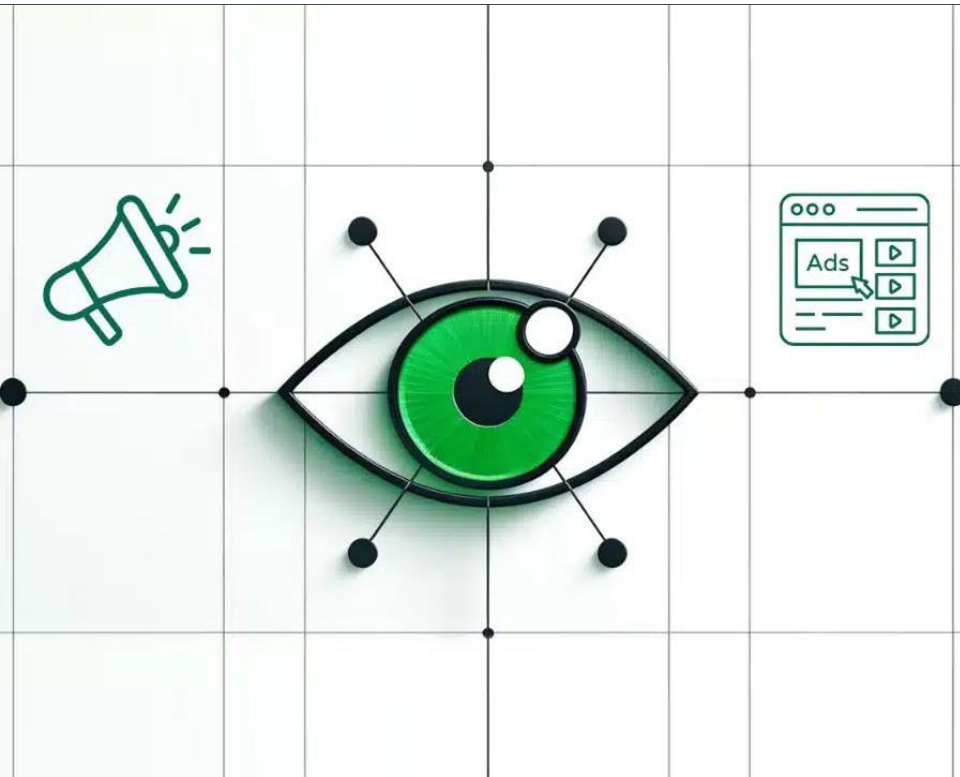


Image source: <https://www.v6proxies.com/blog/why-is-ad-viewability-important>

## SECTION 3

# WHY IS VIEWABILITY AN IMPORTANT METRIC IN MARKETING AND MEDIA?



## WHY IS VIEWABILITY IMPORTANT?

### Ensuring Ad Effectiveness:

Ads that aren't seen can't engage or influence users, making viewability crucial for campaign effectiveness




### Accountability for Advertisers:

Advertisers want to know how many of their ads were visible to real people, as this transparency ensures they get value for their marketing spend

### Optimizing Campaign Outcomes:

It is an additional lever to better optimize campaigns, fine-tune media placement, ad formats, and publisher selection

## BENCHMARKS IN THE APAC REGION

	 AUTHENTIC VIEWABLE RATE	 DISPLAY VIEWABLE RATE	 VIDEO VIEWABLE RATE
Australia/ New Zealand	69%	72%	75%
Japan	49%	51%	70%
Hong Kong	60%	62%	71%
India	66%	70%	79%
Southeast Asia	70%	72%	78%
APAC Total	63%	65%	78%

# WHAT SHOULD BE YOUR BENCHMARKS TO ENHANCE INVENTORY QUALITY?

**Target Viewability:** Aim for 70%+ viewability by collaborating with your agency or in-house team

## Measurable Impressions

Impressions tracked by Active View

## Viewable Rate

% of measurable impressions that were viewable

## Viewable CTR

Click-through rate for ads that became viewable

## Avg. Viewable CPM

Cost per 1,000 viewable impressions

## Measurable Cost

Total cost of measurable impressions

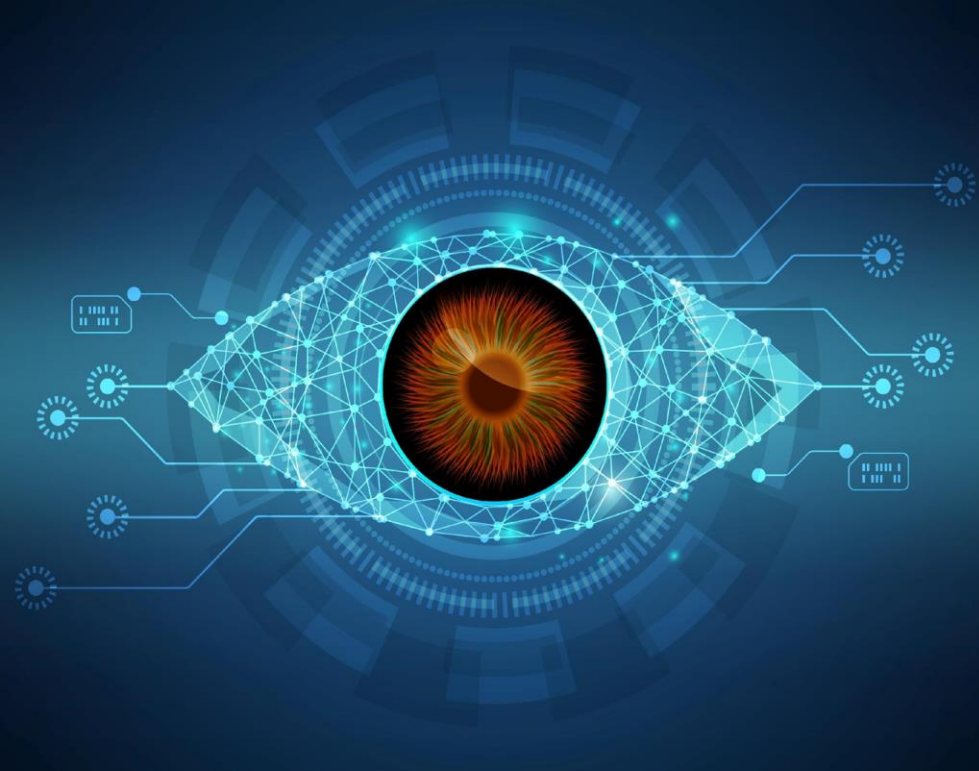
### Active View



Predicted Viewability:

- ✓ 90% or greater (most viewable)
- 80% or greater
- 70% or greater
- 60% or greater
- 50% or greater
- 40% or greater
- 30% or greater
- 20% or greater
- 10% or greater
- All impressions (greatest reach)

*Use tools like Google's Active View to track predicted viewability.*

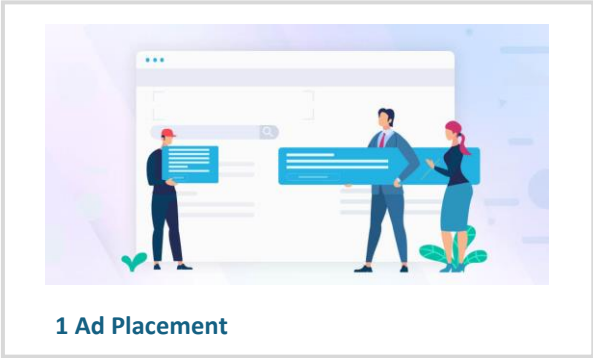


## SECTION 4

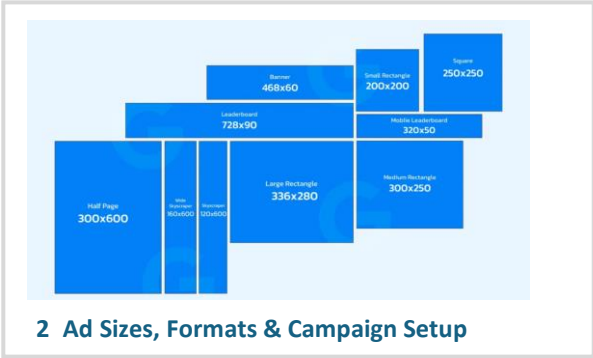
# BEST PRACTICES FOR ENHANCING AD VIEWABILITY



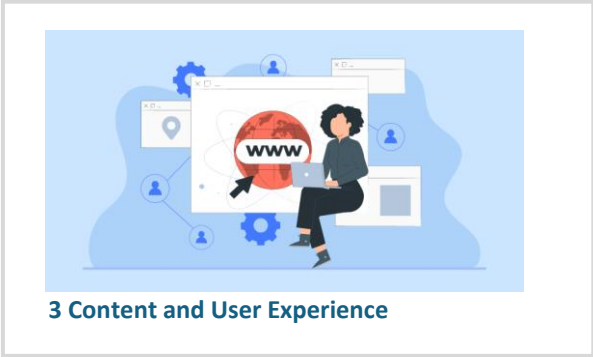
## WHAT ARE THE BEST PRACTICES TO ENHANCE VIEWABILITY?



## 1 Ad Placement



## 2 Ad Sizes, Formats & Campaign Setup



### 3 Content and User Experience



## 4 Third-Party Verification

# BEST PRACTICES: AD PLACEMENT - ABOVE-THE-FOLD VS. BELOW-THE-FOLD

## Above-the-fold

Ads placed in the top of the page

Immediately visible when the page loads

Higher chance of being viewed as users don't need to scroll

## ABOVE THE FOLD



## Below-the-fold

Ads placed lower on the page

Requires users to scroll to see them

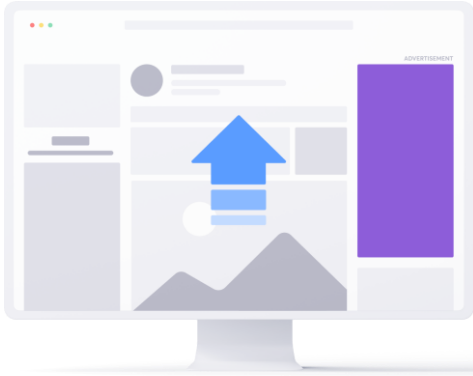
Tend to have lower viewability rates

## BELOW THE FOLD

## BEST PRACTICES: AD PLACEMENT – STICKY & ADHESION ADS

### Sticky Ads

Ads that stay in place as the user scrolls down the page, maintaining visibility

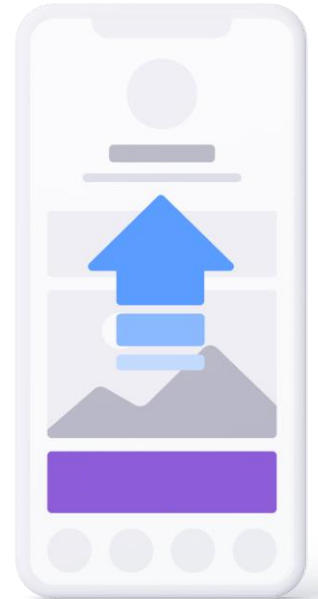


Increases the duration the ad remains in view, enhancing its chances of engagement

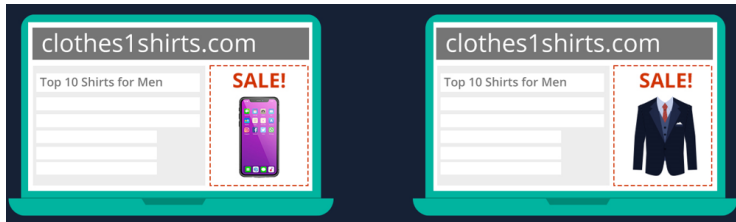
### Adhesion Ads

Ads that stick to the bottom or top of the screen without being intrusive

Maintains a balance between user experience and visibility



## BEST PRACTICES: AD PLACEMENT – BASED ON USER BEHAVIOUR



### Content-Relevant Placement

Placing ads in areas of the site where users are likely to spend more time



### Mobile vs. Desktop Placement

Optimizing for different devices, since mobile users often scroll faster than desktop users



# BEST PRACTICES: AD FORMATS AND CAMPAIGN SETUP



## Responsive Ad Formats

Ensure ads adapt to different screen sizes and devices

## Minimize Ad Refresh Rate

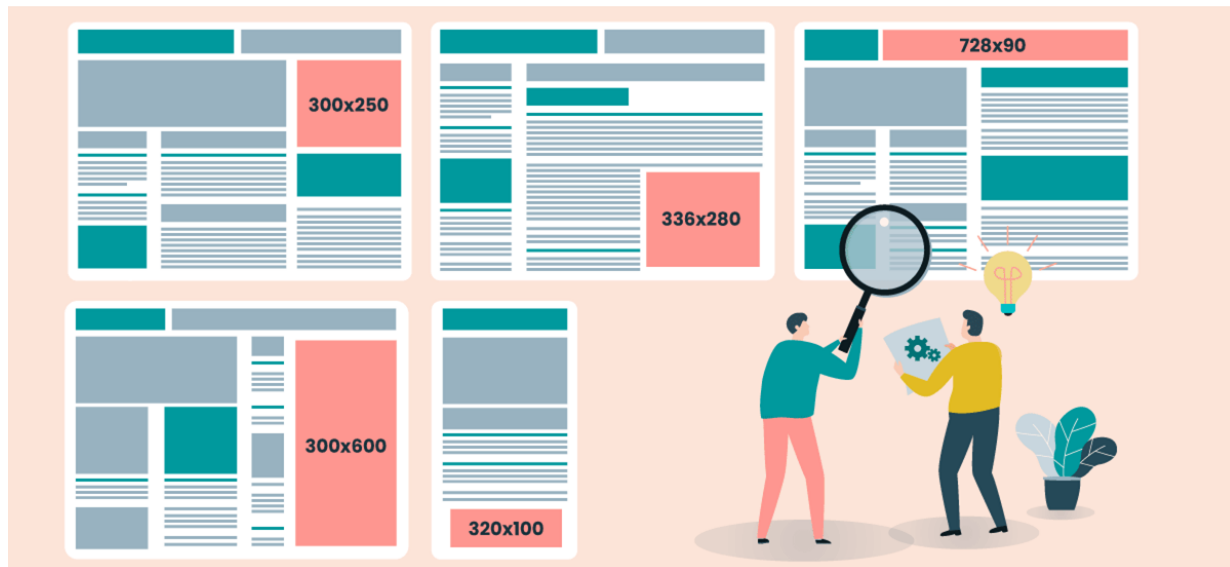
Reduce the frequency of ad refreshes to prevent user annoyance and improve viewability metrics



# BEST PRACTICES: AD SIZES

## Larger Ad Sizes are More Viewable

Larger ad formats tend to have higher viewability rates



## Vertical Ad Sizes Stay in View Longer

Vertical formats have higher viewability as they remain visible longer



# BEST PRACTICES: CONTENT AND USER EXPERIENCE

## Engaging content:

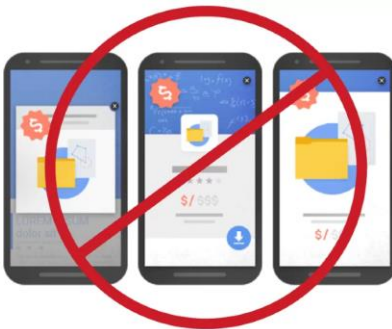
Keep users on the page longer, increasing ad exposure



**Example:** A gaming site's in-depth guides keep users engaged, extending ad visibility

## Non-Intrusive Ads:

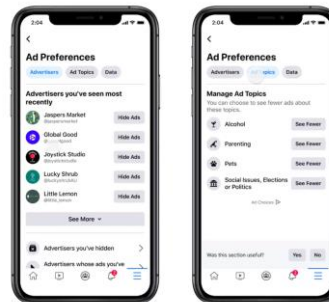
Prioritize user-friendly formats to minimize disruption



**Example:** A music platform uses discreet banner ads, avoiding intrusive pop-ups

## User Control & Transparency:

Allow users to manage ad preferences, boosting trust and engagement



**Example:** A news app lets users choose ad frequency & types, improving user experience

## BEST PRACTICES: 3<sup>rd</sup> PARTY VERIFICATION



These companies provide pre- and post-bid solutions across platforms to ensure viewability, fraud prevention, and brand safety



## SECTION 5

# STRATEGIES FOR CONTINUAL IMPROVEMENT

Image source: <https://www.v6proxies.com/blog/why-is-ad-viewability-important>

# WHAT ARE THE STRATEGIES FOR CONTINUAL IMPROVEMENT?



## **1. Data-Driven Optimization:**

Regular analysis of viewability metrics helps inform better performance.



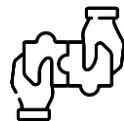
## **2. A/B Testing for Ad Effectiveness:**

Compare different ad versions & placements to maximize viewability.



## **3. Improving User Experience:**

Reduce page load speed & minimize disruptive ads to enhance ad visibility.



## **4. Collaboration with Publishers:**

Work closely with publishers to ensure ads are placed in high-viewability areas



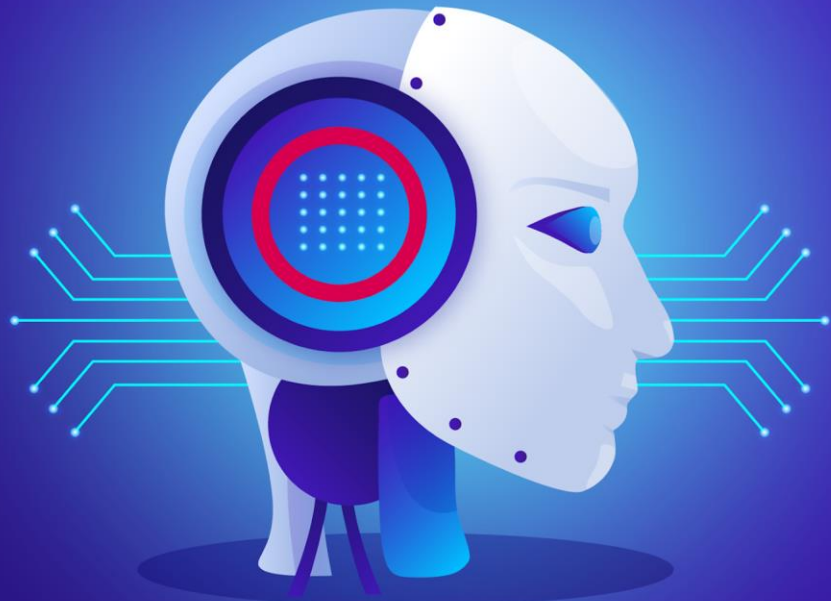
## **5. Training and Development:**

Invest training and development to stay on-top-of latest advertising strategies



## **6. Feedback Mechanisms:**

Implement systems to gather feedback from users and advertisers to refine strategies



## SECTION 6

# ROLE OF AI IN INCREASING VIEWABILITY

# BEST PRACTICES: CONTENT AND USER EXPERIENCE

## AI-DRIVEN PERSONALIZATION:

AI tailors ad placements based on user behavior and preferences



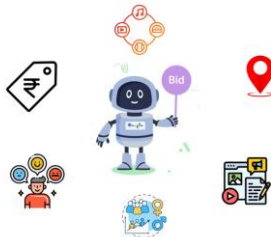
## PREDICTIVE ANALYTICS FOR AD PLACEMENT:

AI predicts optimal ad placement using vast amounts of historical data



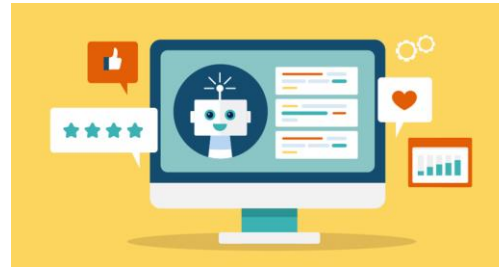
## AUTOMATED AD BUYING:

AI allocates budgets via real-time bidding for top visibility



## CONTENT OPTIMIZATION USING AI:

AI optimizes content and ad formats based on user engagement







## SECTION 7

# VIEWABILITY WAY FORWARD



## WHAT SHOULD WE BE LOOKING AT GOING FORWARD?

### **Adopt vCPM as the Standard Metric**

- Enhances ad impact and brand visibility
- Increases accountability and trust between advertisers and publishers
- Optimizes budget allocation, reducing non-viewable impressions
- Improves creative effectiveness based on audience behaviour

### **Standardize vCPM Benchmarks**

- Set benchmarks by genre and format for both open web and walled gardens
- Real-time measurement of vCPM for consistent evaluation, allowing for better media planning

### **Collaborate Across Ecosystem**

- Advertisers, agencies, ad verification platforms, and publishers must work together to establish and meet standard benchmarks

## PROPOSED COLLABORATION ACROSS ECOSYSTEM

Sr.No.	Proposed ways of working	Responsible	Accountable	Consulted	Informed
1	Define viewability standards: Establish benchmarks at genre X platform level	Advertiser	Media agency	Ad verification platforms	Publisher
2	Incorporate viewability metrics in contracts: Include viewability benchmarks as a contractual obligation	Media agency	Publisher	Advertiser	
3	Negotiate viewability clause penalty: Open communication between agency, publisher and advertiser to align benchmarks as well as possible penalty if publishers' default	Media agency	Publisher	Advertiser	
4	Use industry recognized ad verification tools on all campaigns	Advertiser	Ad verification platforms	Media agency	
5	Agile reporting and monitoring: Keep tracking and discussing performance with publishers to understand what can be done better.	Media agency	Ad verification platforms	Publisher	Advertiser



## SECTION 8

# SUMMARY AND CONSIDERATIONS

## WHAT ARE THE KEY TAKEAWAYS?

### **Brand Exposure to Viewability:**

Depends on factors like buying channels, formats, and placements selected

### **Viewability Variance:**

Different verification techniques and technologies can impact reported viewability levels despite MRC acceptance

### **No Global Consensus:**

The MRC standard is widely recognized, but publishers/platforms use different viewability thresholds

### **Customized Viewability Goals:**

Brands can set higher viewability standards (up to 100%) by working with verification companies

### **Consequences of Higher Viewability:**

May reduce supply, increase costs, and negatively impact user experience (e.g., pop-ups, auto-play ads)

### **Trading on Desired Viewability:**

Brands should find the balance where higher viewability maximizes outcomes without excessive cost

### **vCPM:**

Useful for comparing value but doesn't measure effectiveness or ROI directly

### **Ensure Legitimate Viewability:**

High viewability is meaningless if driven by fraudulent traffic. Impressions must be viewable, human, and in a brand-safe environment