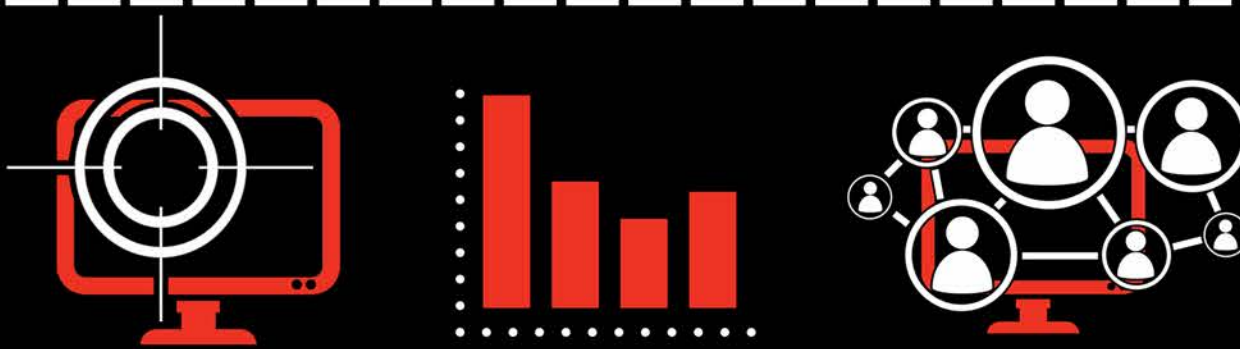


## BIG INCREASES IN USAGE OVER THE PAST YEAR OF:

2015 ----- 2016



Ad Viewability Tracking

Attribution Modelling

Demand Side Platforms (DSPs)

12%

13%

12%

Usage by Media Publishers has increased 12% in past year

But only 50% of Marketers use Attribution Modelling

Agencies / Marketers are taking control of ad spend and monitoring - driving increases in usage of Fraud and Viewability Tech

## INTENDED INCREASE IN USAGE OVER NEXT 6 MONTHS OF:



Data Visualisation

Data Management Platforms (DMPs)

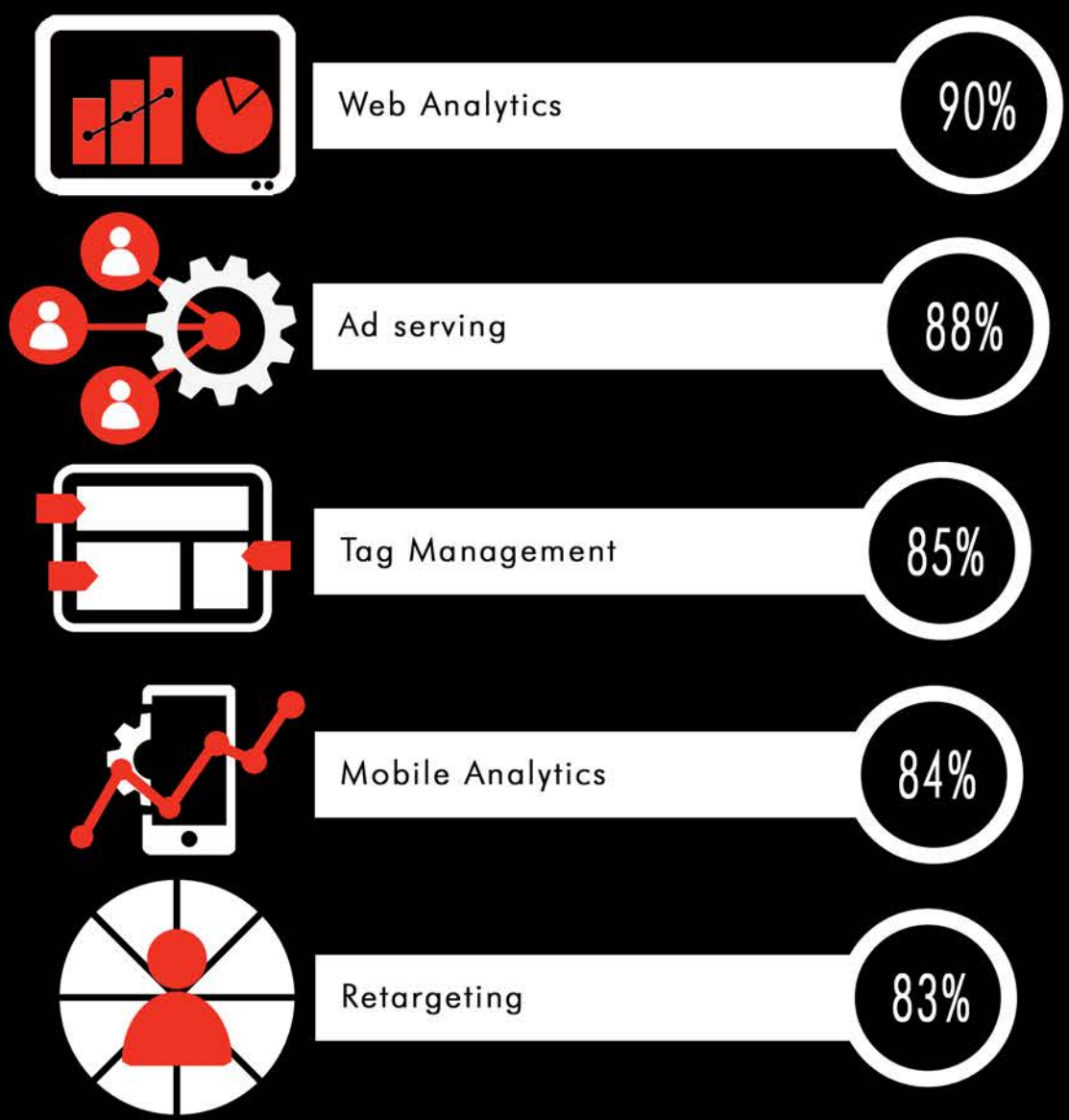
Ad Fraud Detection

9%

10%

8%

## MOST USED TECH IN 2016:



## TECHNOLOGY PUBLISHERS ARE MOST FAMILIAR WITH:

Ad Serving 92%

Retargeting 87%

Ad Viewability Tracking 87%

Web Analytics 84%

CRM 79%

Gap between familiarity in attribution modelling and usage suggests more education is needed in optimising these methods

