

Verifying Viewability

Viewability is an online advertising metric that only tracks how many impressions (ad placements on a Web page) were actually visible to end viewers. For example, if an ad is located below the fold of a Web page, that impression is not considered viewable until the end viewer scrolls down the page and actually uncovers the content.

Viewability for Sparks

Eko Sparks solve the viewability challenge by design. Sparks are native to the interactive video: they run as part of, and in the prominent size and placement within the browser, as the interactive experience that the viewer is enjoying. What's more, Sparks are user-initiated. The only way for a Spark placement to be served to the viewer, is by that viewer engaging with it.

Viewability for Branded Content

For branded content ads, the validation of viewability is provided by the ad network partner. The ad networks we partner with use MRC-accredited viewability vendors (MOAT and DoubleVerify).

The way these vendors validate viewability of an ad is by scraping the actual generated HTML pages displayed by browsers, on which the ad is placed -- hence validating which ad unit was indeed delivered to each browser. On top of that, they often combine a layer of code that can run a geometric analysis of the position of the ad impression relative to the browser viewport and identify which areas of the HTML page were actually on the end viewer's screen while the browser was displaying the page.

When Eko videos are served as industry standard ad units, they enable full viewability analysis as performed by these systems. Specifically, these systems typically integrate into the third party ad network by appending a tracking pixel to the ad tag in the form of a 1x1 GIF that is compatible with our ad network integration and is not visible to the end user.

Additionally, Eko videos track actual end viewer engagement within the content. This can aid in cross-reference, as viewability must be attained in order for an end viewer to engage.