validated Campaign Essentials

Validate total campaign delivery and optimize in-flight with a single, holistic tool

Comscore validated Campaign Essentials™ (vCE®) is a holistic ad and audience delivery validation solution that provides real time insights to improve the performance of advertising campaigns – for display, video and mobile devices.

Unlike single point solutions, vCE provides a validated, unduplicated accounting of impressions delivered across a variety of dimensions, such as ads delivered in-view and in brand-safe environments, absent of invalid traffic, and to the intended target audience.

Why Comscore

**QUALITY AUDIENCE REPORTING**
Analyze reach, frequency and GRPs across trusted Comscore demographics to understand whether campaigns reached the intended audience.

**SOPHISTICATED INVALID TRAFFIC (SIVT) FILTRATION**
Leverage MRC-accredited SIVT filtration technology to ensure campaign reporting reflects removal of even the most complex forms of IVT.

**COMPLETE AD VALIDATION**
Optimize campaign performance in-flight with an unduplicated report of impressions that are viewable, brand safe, in-geo, and free from IVT.

vCE Ad Validation and Audience Suites are MRC-Accredited
MRC accreditation includes viewability, brand safety alerting and blocking, in-geographic delivery, SIVT removal and audience demographics (desktop-only).
How Comscore can help

**ADVERTISERS**
- **Minimize wasted ad spend** with unduplicated audience and validation measurement using a single tag.
- **Optimize campaigns in-flight** for better performance against KPIs by leveraging real-time, trusted data.
- **Maximize ROI** by integrating clean campaign data into Marketing Mix Modeling.

**AGENCIES**
- **Reach client goals** by monitoring performance against client KPIs – including brand safety – and making in-flight adjustments.
- **Streamline negotiations with publishers** by leveraging ad delivery data that includes viewability, IVT, and audience measurement.
- **Achieve operational efficiency** by granting publishers access to reliable data via a single tag, encouraging in-flight optimization.

**PUBLISHERS**
- **Exceed key client expectations** by proactively monitoring campaign performance and optimizing ad delivery in-flight.
- **Surface new content monetization opportunities** with a better understanding of the performance of advertising strategies.
- **Benchmark and improve inventory performance over time** leveraging historical audience and validation data across your sites.

“Ad validation and audience measurement is critical to our advertising functions, and the quality of the data we get from our marketing mix models is only as good as the quality of data we put into it. Comscore vCE gives us the trusted data we need to confidently transact with our partners.”

“Validated In-Target Delivery Rate By Site

Male, 18 – 24

<table>
<thead>
<tr>
<th>Site</th>
<th>Delivery Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPORTS</td>
<td>39%</td>
</tr>
<tr>
<td>NEWS</td>
<td>35%</td>
</tr>
<tr>
<td>TECH</td>
<td>23%</td>
</tr>
<tr>
<td>MUSIC</td>
<td>37%</td>
</tr>
</tbody>
</table>

Improve delivery to target audiences by adjusting for placements that under-index.

**Percent of Brand-Safe Campaign Impressions Over Time**

- 86%
- 90%
- 93%
- 95%

Monitor and optimize client campaigns in-flight to ensure brand-safe delivery.

**Percentage Of Invalid Traffic Impressions**

- INVENTORY A: 1%
- INVENTORY B: 3%
- INVENTORY C: 5%

Prove the value of premium content to improve monetization.

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.

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