



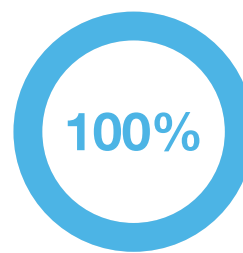
ONLINE VIDEO CAMPAIGN QUALITY REPORT: MICROSOFT CLOUD

Teads worked with Integral Ad Science to analyse Microsoft's Cloud campaign across a number of quality metrics: Brand Risk, Viewability, and Ad Fraud

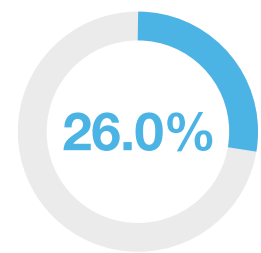
Overview

- Campaign ran in Q4 2014
- Delivered across EU5 and the Netherlands
- Target Audience: C-Suite and ITDMs
- Distributed across Teads Elite Publishers on desktop and mobile

Viewability



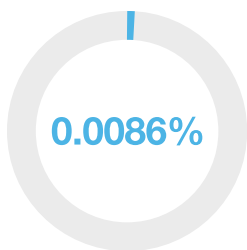
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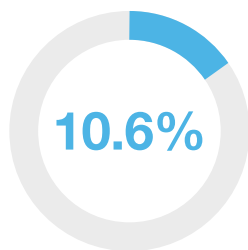
Industry Benchmark

100% of our formats are viewable at completion vs 26.0% industry benchmark

Ad Fraud



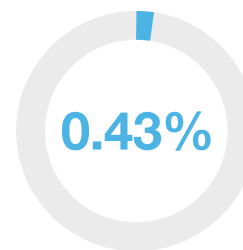
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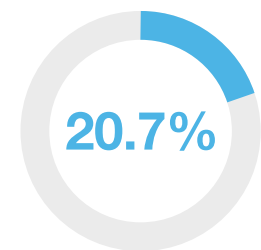
Industry Benchmark

Based on impressions classified as possibly fraudulent

Brand Risk



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Industry Benchmark

Based on impressions classified as potentially not brand safe