

PRESS RELEASE

Levallois, 15 November 2019



Médiamétrie and Integral Ad Science win gold at the “Surveys and Innovations 2019” awards for study on advertising effectiveness



On November 14th Médiamétrie and Integral Ad Science were joint winners of the Trophée Or in the Communication Effectiveness, Advertising Effectiveness category for their study entitled: “How do visibility and exposure duration affect advertising effectiveness?” at the awards ceremony for the “Surveys and Innovations 2019” organised by Offremedia the media buying database and the professional organisation Syntec Conseil Etudes.

This study demonstrates that the visibility of a digital campaign and an increased exposure time can amplify advertising effectiveness. As such, the longer a web user is exposed to an online ad, the greater the boost to indicators such as brand awareness, image, recommendation or even purchasing intention.

This initiative associating the expertises of Médiamétrie and Integral Ad Science is based on an innovative combination of observed measurement (Digital Ad Ratings and IAS) and reporting-based measurements (post-tests among the individuals who were actually exposed, and according to the duration). Thanks to this data hybridisation, it is possible for the first time to measure the impact of ad exposure time on advertiser campaign effectiveness.

Bertrand Krug, Director of Médiamétrie's Internet Department said: *“We are proud to win this award in recognition of the combined expertise of Médiamétrie and IAS, our long-standing partner. This particularly innovative study demonstrates that beyond the measurement of exposure, attention is also crucial to the effectiveness of internet advertising campaigns.”*

Eglantine Dever, Director of Advertising Solutions for Médiamétrie //NetRatings added: *“This study proves that visibility and length of exposure are critical levers in establishing digital strategies. As such, in an increasingly complex digital advertising market due to process automation and data proliferation, it is becoming essential that advertisers can be sure of the actual exposure of their communications.”*

Clément Bascoulergue, Head of Strategic Alliances, Southern Europe at Integral Ad Science, added: *“We are delighted to win this prize which acknowledges a study highlighting both the impact of visibility and exposure time. This study is the result of a partnership with Médiamétrie, the Iprospect, Mediacom and Vizeum agencies and the advertisers Citroën, Conforama and Mercure. For the first time, this study proves the impact of a long exposure time in digital advertising and thus, it is a new step towards optimal advertising campaigns.”*

Médiamétrie and Integral Ad Science win gold at the “Etudes et Innovations 2019” awards

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is operating in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

*www.mediametrie.fr
Twitter: @Mediametrie*

About Integral Ad Science

Integral Ad Science (IAS) is the global market leader in digital ad verification, offering technologies that drive high-quality advertising media. IAS equips advertisers and publishers with the insight and technology to protect their advertising investments and inventories against ad fraud and brand safety risks. IAS solutions help advertisers and publishers to optimise the visibility and exposure time of their advertising campaigns and inventories, thus allowing advertisers to capture consumer attention and publishers to maximise revenue. Founded in 2009, IAS is headquartered in New York and operates out of 22 offices across 13 countries, including France since January 2015. IAS is part of the Vista Equity Partners investment portfolio.

For more information, visit our website: integralads.com/uk or Twitter: @Integralads

Press Contacts:

Médiamétrie

*Isabelle Lellouche Filliau
Tel: +33 (0)1 47 58 97 26
llessouche-filliau@mediametrie.fr*

Integral Ad Science

***Yucatan Agency** - Elisa Lesieur
Tel: +33 (0)6 63 58 23 02
elesieur@yucatan.fr*