Viewability
case study

Situation

SunMedia specialises in increasing brand awareness and add viewability, thanks to our innovative and groundbreaking formats and technology. One format we use is Always Visbile Ads (AVA), our in-house developed tool which often sees Viewability rates surpass 70%.

Results

Take a look at how we were able to increase the VTR and CTR across various sectors, using our expertise and technology.

SunMedia
by fibonad

AVERAGE VTR

Sector	VTR
FOOD AND DRINK	67,93%
CLEANING	64,89%
BANKING, INSURANCE AND SAFETY	64,53%
BEAUTY	74,43%
EDUCATION	57,05%
ELECTRONICS	76,58%
ENERGY	58,50%
CORPORATE	67,69%
FASHION, SPORTS AND ACCESSORIES	76,31%
ACCESSORIES	69,14%
LEISURE AND ENTERTAINMENT	73,58%
MOTOR	74,45%
RESTORATION	80,33%
RETAIL	66,87%
HEALTH	69,53%
TRIPS AND TRAVEL	68,66%
TOTAL	69,47%

AVERAGE CTR

Sector	CTR
FOOD AND DRINK	3,56%
CLEANING	3,71%
BANKING, INSURANCE AND SAFETY	2,36%
BEAUTY	5,25%
EDUCATION	3,05%
ELECTRONICS	3,90%
ENERGY	3,61%
CORPORATE	4,32%
FASHION, SPORTS AND ACCESSORIES	3,08%
ACCESSORIES	2,89%
LEISURE AND ENTERTAINMENT	3,80%
MOTOR	3,13%
RESTORATION	3,39%
RETAIL	2,48%
HEALTH	2,28%
TRIPS AND TRAVEL	3,44%
TOTAL	3,31%