

# Viewable Conversions: The Missing Link in Viewable Impressions

In a digital world where attention is currency, viewability has become a crucial metric for marketers and advertisers. The Interactive Advertising Bureau (IAB) defines viewability as "the percentage of an ad that is visible on a user's screen for at least two continuous seconds." This metric has been widely adopted as a standard for measuring the effectiveness of online advertising campaigns. However, viewability alone is not a complete measure of ad effectiveness. Just because an ad is visible on a user's screen doesn't mean that it's actually being noticed or engaged with. This is where viewable conversions come in.

## What are Viewable Conversions?

Viewable conversions are a measure of the actions that users take after viewing an ad. This could include clicking on the ad, visiting the advertiser's website, signing up for a newsletter, or making a Free Download. By tracking viewable conversions, marketers can gain a more accurate understanding of the true impact of their online advertising campaigns.



## Viewable Conversions: The Missing Link in Viewable Impressions by Corinne Keijzer

★★★★★ 5 out of 5

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## **Why are Viewable Conversions Important?**

Viewable conversions are important because they provide a more accurate measure of ad effectiveness than viewability alone. By tracking viewable conversions, marketers can:

- \* Identify which ads are actually driving results
- \* Optimize their campaigns to improve conversion rates
- \* Measure the real ROI of their online advertising spend

## **How to Track Viewable Conversions**

There are a number of different ways to track viewable conversions. The most common method is to use a third-party tracking script. These scripts can be added to the advertiser's website and will track the actions that users take after viewing an ad.

Another method for tracking viewable conversions is to use a server-side solution. This involves working with the ad server to track the actions that users take after viewing an ad. Server-side solutions are typically more accurate than client-side solutions, but they can also be more expensive to implement.

## **Strategies for Improving Viewable Conversions**

There are a number of different strategies that marketers can use to improve their viewable conversion rates. These strategies include:

\* **Using attention-grabbing creatives:** The first step to improving viewable conversions is to use attention-grabbing creatives. This means creating ads that are visually appealing and relevant to the target audience.

\* **Placing ads in high-impact locations:** The location of an ad on a web page can have a significant impact on its viewability. Ads that are placed in high-impact locations, such as above the fold or in the middle of the page, are more likely to be seen by users.

\* **Using viewability optimization tools:** There are a number of different viewability optimization tools that can help marketers improve the viewability of their ads. These tools can help marketers identify and fix viewability issues, such as ads that are placed outside of the user's viewport.

\* **Targeting the right audience:** Targeting the right audience is essential for improving viewable conversions. Ads that are targeted to the right audience are more likely to be seen and engaged with.

Viewable conversions are a crucial metric for marketers and advertisers. By tracking viewable conversions, marketers can gain a more accurate understanding of the true impact of their online advertising campaigns and make better decisions about how to allocate their marketing budget.

## Frequently Asked Questions

### **Q: What is the difference between viewability and viewable conversions?**

**A:** Viewability is a measure of the percentage of an ad that is visible on a user's screen for at least two continuous seconds. Viewable conversions are a measure of the actions that users take after viewing an ad.

**Q: Why are viewable conversions important?****A:** Viewable conversions are important because they provide a more accurate measure of ad

effectiveness than viewability alone. By tracking viewable conversions, marketers can identify which ads are actually driving results and optimize their campaigns to improve conversion rates.

**Q: How can I track viewable conversions?**A: There are a number of different ways to track viewable conversions. The most common method is to use a third-party tracking script. Another method is to use a server-side solution.

**Q: What are some strategies for improving viewable conversions?**A: Some strategies for improving viewable conversions include using attention-grabbing creatives, placing ads in high-impact locations, using viewability optimization tools, and targeting the right audience.



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