

Adclick Africa enhances viewability of standard banners

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Adclick Africa, the leading diversified media group that connects brands and agencies to premium audiences in Africa, is pleased to announce that its ad serving technology now offers increased [viewability](#) on standard banner ads.



This is an exciting development that will lead to improved campaign performance and better results for its clients. Viewability is a very critical metric that measures the extent to which an ad can be viewed by real people and not computer bots.

According to Google, only 50% of display ads on publishers' sites are actually considered "viewable". That means that half of the ad space that marketers are spending their valuable budget on may never actually be seen.

The Media Rating Council (MRC) and Interactive Advertising Bureau (IAB) define an ad as viewable if at least 50% of its pixels are in view for a minimum of one second. For video ads, that standard is 50% for a minimum of two continuous seconds.

The digital advertising industry risks losing credibility due to the numerous constraints that are posed by viewability challenges. To make it worse, advertisers are up in arms with sellers of inventory as they feel they are not getting value for their money. Their frustrations are understandable. Why? Because non-viewable ads are like showing an ad on a television channel with no viewers or placing a billboard on a closed highway. In short, non-viewable ads are of no value to anyone.

The sell-side of the ecosystem suffers huge losses as well because they are being forced to over-deliver on campaigns to satisfy the demands of viewability.

This backdrop is what makes Adclick Africa's announcement exciting news. The company has diffused the viewability timebomb through its latest innovation that vastly improves the viewability of standard banners.

"Enabling high viewability on standard banners is a direct result of our deliberate focus on providing advertising solutions that unlock value in the marketplace for our clients. We put the customer and innovation at the centre of our operational strategies and we constantly seek new and better ways of enhancing the businesses of our clients," said Velly Bosega, the Adclick Africa CEO.

Contact us today for more information about our advertising products: info@adclickafrica.com or call 011 704 2641

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