

# AppNexus Announces Launch of Viewable Marketplace

AppNexus, the world's leading independent ad tech company, today announced the launch of its viewable marketplace, a new key platform capability that empowers buyers to transact only on viewable impressions via AppNexus Deals. Using Alenty technology to determine whether ads meet viewability standards established by the Interactive Advertising Bureau (IAB), the new marketplace operates in real time and provides automated clearing and reconciliation. AppNexus' viewable marketplace fundamentally raises the bar for accountability and verification across all advertising, a global industry that Cowen & Co. and Magna Global currently estimates at over US\$500 billion in annual spend.

"The AppNexus viewable marketplace renders digital advertising more accountable and verifiable than all other forms of advertising," said Brian O'Kelley, CEO of AppNexus. "Buyers can use our platform to transact only on viewable impressions, backed by a powerful technology suite that substantiates viewability and automates clearing and reconciliation. The traditional knock against digital advertising was that you never really knew if a human being saw your ad. Now you know – something you can't say about broadcast, out-of-home or print advertising."

Historically, viewability has posed one of the greatest challenges to digital advertising. A recent AppNexus survey of over 1200 publishers, advertisers and advertising technology professionals confirmed that 97% and 92% of buy-side and sell-side respondents, respectively, believe that viewability tools provide a meaningful benefit to their businesses. Until now, most viewability solutions required manual reconciliation, whereby third-party technologies identified non-viewable ads after they had been served, and buyers were reimbursed for non-viewed ads on a weekly or monthly basis. AppNexus' technology is the industry's first seamless solution, offered in real time – before an ad is even served – across the open display market.

"With higher viewability rates, high-quality publishers with viewable inventory are rewarded with better monetisation and marketers can achieve a level of accountability unavailable across any other advertising medium," said Andrew Eifler, VP of Product Management at AppNexus. "Transacting on viewability is the future currency of digital advertising. It also incentivises publishers to adjust page layouts and offer fewer, more high-quality impressions, an outcome that will resolve longstanding problems around latency and enhance overall user experience. That's how we build a better Internet."

## ABOUT APPNEXUS

AppNexus is a technology company whose cloud-based software platform enables and optimises programmatic online advertising. Its enterprise technology platform maximises yield and campaign performance for sellers and buyers of online inventory. As the world's leading independent ad tech company, AppNexus is led by the pioneers of the web's original ad exchanges. Headquartered in New York City with 23 global offices, AppNexus employs more than 1000 of the brightest minds in advertising and technology who believe that advertising powers the Internet. For more information, follow us at @AppNexus <<https://twitter.com/appnexus>> or visit us at [www.AppNexus.com](http://www.appnexus.com) <<http://www.appnexus.com/>> .

Video - <https://www.youtube.com/watch?v=Qg7Qlq4bBPY&feature=youtu.be>