

Campaigns Analyzed	In-View %	In-View Time (s)	Universal Interaction %	Universal Interaction Time (s)	Hover %	Universal Touch %	Scroll %	Active Page Dwell Time (s)	Moat Score
Date Range: 1st Jan - 6 Sept 2016	Percentage of impressions where at least 50% of an ad was In-View for at least one continuous second.	The length of time an ad has been active and In-View.	Percentage of impressions where a user entered the frame of the ad and remained active for at least 0.5 seconds.	Average length of time the user interacted with the ad.	The percentage of impressions resulting in a user hovering on an ad.	Percentage of impressions where an ad has been touched on a mobile device.	Percentage of impressions where the user scrolled.	Average length of time the user was on the page with the window in-focus.	Ad effectiveness score which is a measure of overall attention paid to ads. Score range is 300-850.
Smartology	77.06%	38.75	4.81%	12.66	19.64%	17.30%	88.07%	75.23	761
MOAT Benchmark Figures	52.90%	26.6	2.90%	7.6	9.70%	6.60%	70.30%	49.4	N/A
Smartology compared to MOAT Benchmarks	▲45.67%	▲45.68%	▲65.86%	▲66.58%	▲102.47%	▲162.12%	▲25.28%	▲52.29%	N/A



Moat Score

Ad effectiveness score which is a measure of overall attention paid to ads. Score range is 300-850 and considers many factors including In-View %, In-View Time, Universal Interaction %, Universal Interaction Time, as well as other factors.

