



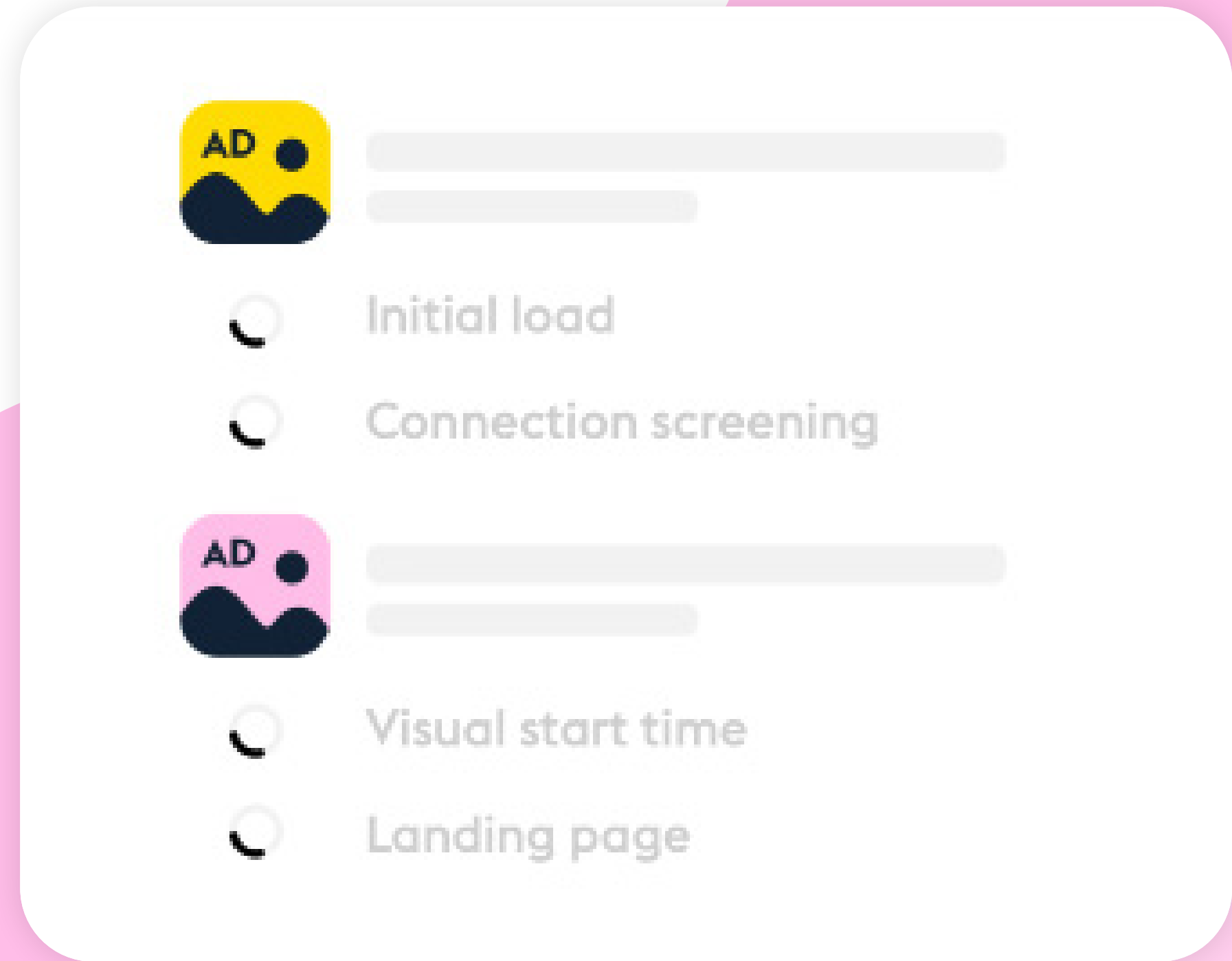
**What are the negative side-effects
of delayed ad campaigns?**

Streaming consumption worldwide soared during the pandemic. Daily viewership - in terms of minutes - of subscription video-on-demand (SVOD) content amongst 16-24 years olds in the UK more than doubled.

But this rapid growth caused problems for advertisers - namely, a lack of preparation caused delayed media campaigns to become a staple of the industry. And these hurt all parties in the ecosystem. Broadcasters, publishers and advertising agencies - none manage to escape the side-effects unscathed.

Meeting advertising deadlines are vital - the combination of research and data from previous campaigns highlights the optimal time to launch new ads. A late running campaign will often see its effectiveness reduced.

Advertisers need a little more guidance on the consequences of delaying ad launches. With better insight into the damaging repercussions of delay it's more likely attitudes and behaviours will shift.



What are the risks when advertisers regularly send out campaigns behind schedule?

Going Back To (Advertising) School

Advertisers have come to accept delayed campaigns as part-and-parcel of the advertising sector. It's unnecessary but prevalent collateral damage.

Ramifications need to be clearly spelled out - and there are a number which should be cause for concern:

Time - and Financially - Consuming

Productivity suffers when an advertisers' media agency wastes time collecting assets for late campaigns. This inefficient process leads to a cycle of repetition - focus is diverted towards old ads rather than new assets. Encouraging teams to work proactively - and concentrate on exploiting high-opportunity costs - is key to greater optimisation.

Niche Publishers Sidelined

Late campaigns can prompt advertisers to turn towards more traditional platforms - such as the walled gardens of Facebook and YouTube. But whilst these platforms offer greater audience sizes, they can't always deliver profitable results. Smaller, niche publishers can't be allowed to fall by the wayside. These high value, niche communities are deeply engaged with the high quality content they choose to consume.

Frequency Capping

Frequency capping is an essential measure to ensure consumers aren't subjected to the same creative assets/adverts too often. Delayed campaigns, however, sometimes lead advertisers to compensate by increasing the cap which leads to overexposed, replicated experiences. Repetition of ads can impact negatively on the viewer's experience.

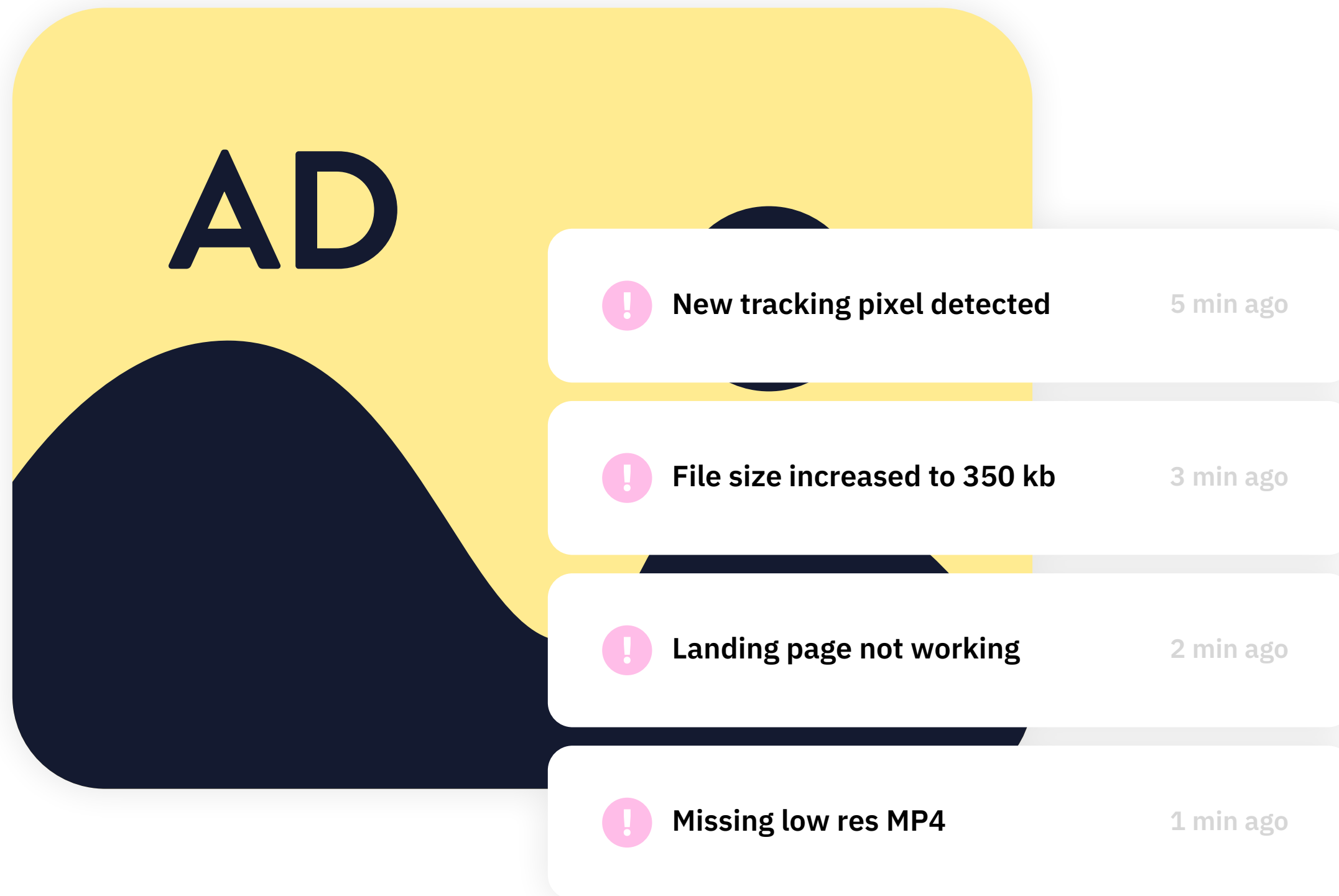
Winning Bids - At A Price

Programmatic buy-side teams are constantly searching for high-value impressions - this requires both premium buying strategies and unique, comprehensive data sets as part of the buying strategy. But winning a bid is only the start of the journey. Delays and asset-based technical problems will reduce effectiveness. And whilst broken files may be directed to - and resolved by - the media agency involved, the process wastes both time and adds further points of failure.

Advertisers may not serve ads that have issues on high-quality programmatic inventory. This means that the budget will automatically shift towards less strict - and typically lower quality - inventory.

Publishers aren't exempt from risk. Allowing unfettered access to their inventory without a deep understanding of any quality or technical correctness leaves them open to bad practice and may leave them struggling to truly maximise revenue and customer experience.

Understanding the consequences of delayed campaigns marks a promising start. Advertisers and their partners must push on and take proactive steps to achieve genuine, meaningful change.



The Power Of Advalidation

Creative quality assurance (QA) is meant to rigorously test assets prior to publishing with the goal of identifying potential issues that may limit an ad campaigns' effectiveness.

Advalidation takes the guesswork out of the Creative QA process. Its services seek to address four prominent problems stemming from delayed ads:

- ✓ **UX Risk**
- ✓ **Privacy & Compliance Risk**
- ✓ **Ad Revenue Risk**
- ✓ **Viewability Risk**

UX Risk

Modern consumers demand convenience. Seamless experiences are the bare minimum. Ads should be polished - and this extends beyond visuals. Audio is a core aspect of successful ad campaigns. But it needs to be at a suitable volume. Advalidation's research found that 13% of video ads are too loud, meaning either the average or peak audio falls outside of specification.

Overloading users will negatively impact overall UX - and likely cause consumers to skip over ads without appreciating the message or call to action (CTA). Excessively loud ads also act as a gateway for user complaints - which damages publishers and broadcasters' reputations alike.

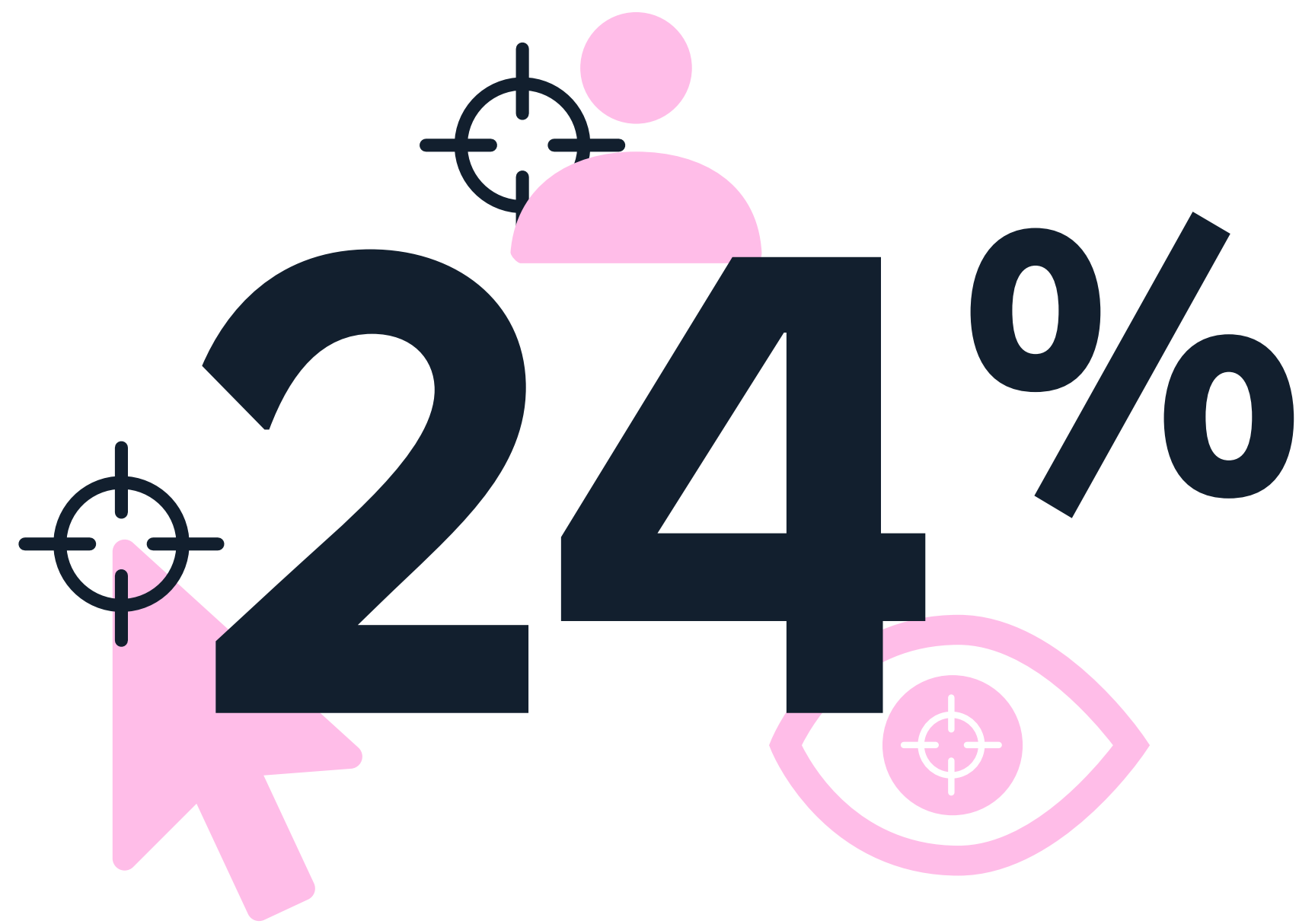
Advalidation's thorough audio testing process prevents users from being blindsided by unexpected - or unwanted - audio. Advertisers can also choose to utilise a rollover feature which ensures sound doesn't play automatically when a page loads.

Users won't tolerate ads which make websites slow. Users that are loading on cellular connections - particularly those without unlimited data plans - need to be factored into the equation. Advalidation offers the opportunity to set specific parameters around file size and file requests, ensuring load times are kept at a suitable level - and thereby safeguarding the UX.



13%

of video ads
are too loud

A large, bold, dark blue '24%' is the central focus. To the left of the '2' is a black target icon with a pink arrow pointing towards it. Above the '4' is a pink silhouette of a person with a black target icon above their head. Below the '4' is a pink eye icon with a black target icon in the center. The background is white with a light grey curved shape on the right side.

of ads Advalidation tested had ad tags which involved non-approved vendors

Privacy & Compliance Risk

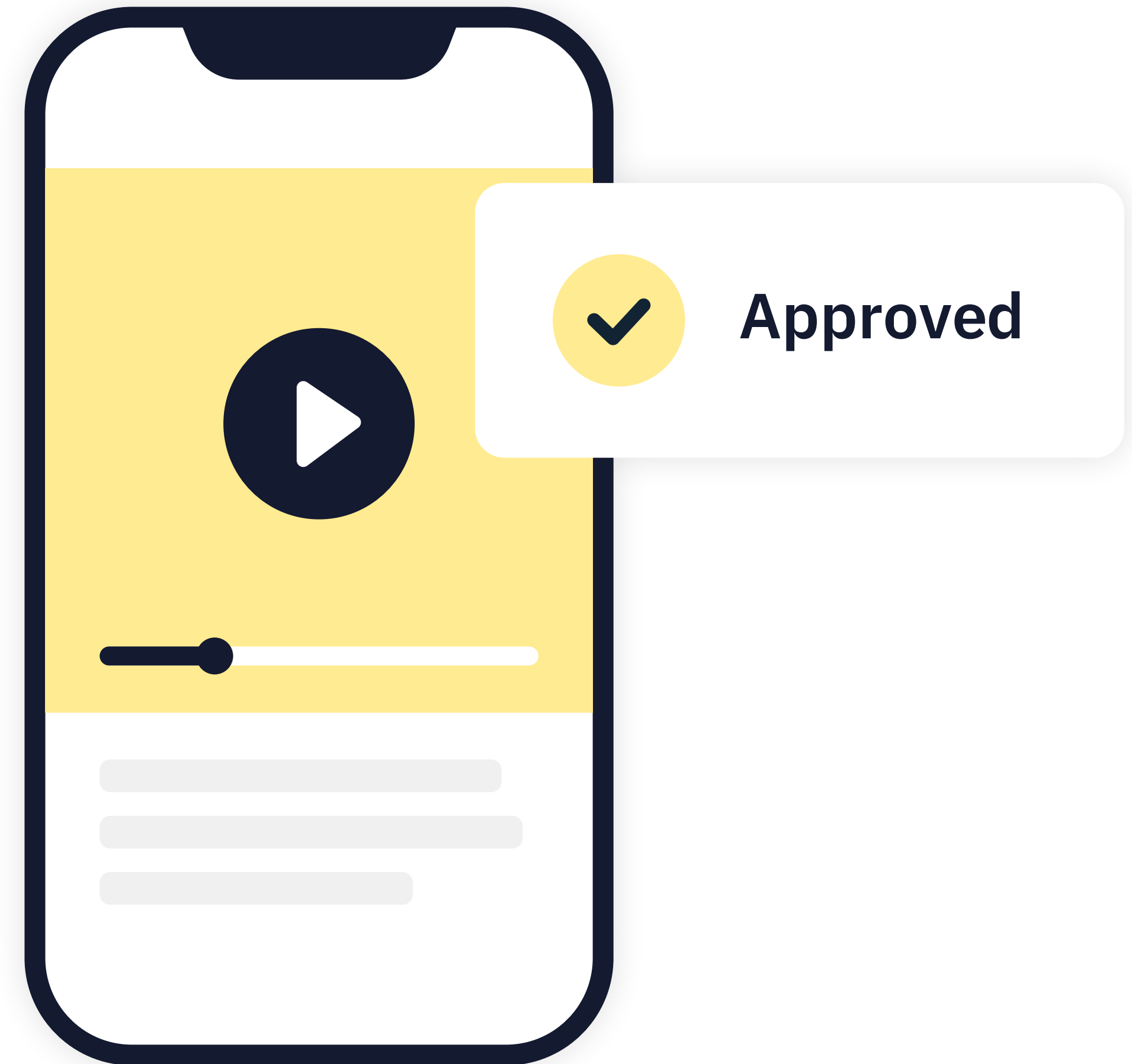
Consumers don't want their personal information shared between businesses. User privacy shouldn't fall down advertisers' list of priorities. Data leaks can leave users exposed to becoming a target audience - and be tracked - across different websites despite having not given explicit consent. Advertisers that run these campaigns risk falling foul of [GDPR](#), [CCPA](#) and [COPPA](#) regulations rolled-out to protect consumers.

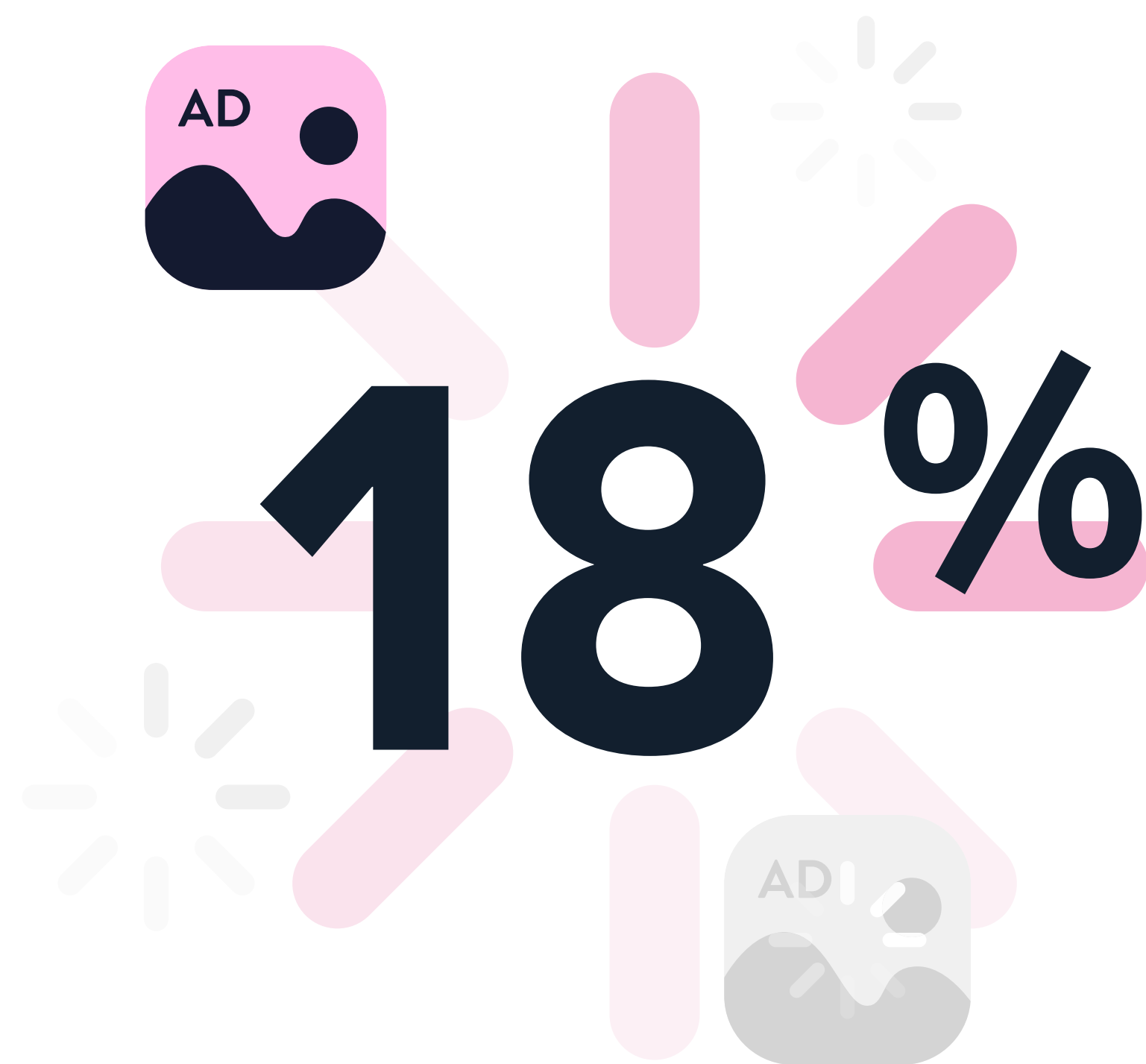
Staying on top of vendors is crucial to avoiding problems. 24% of ads Advalidation tested had ad tags which involved non-approved vendors. Curating a personalised vendor list that features only those that fulfil your broadcasters' specific requirements eliminates the need to continuously approve vendors. Not only does this reduce time-wasting - it also protects both advertisers and consumers.

Ad Revenue Risk

Chrome has failsafes which block ads that consume disproportionate resources on user devices. These make sure that battery life is maintained, mobile data isn't excessively drained and pages load at a satisfactory speed. Advalidation's 'Chrome heavy ad intervention testing' identifies ads at risk of being unloaded. Spotting these pre-launch will significantly reduce the negative impact on ad revenue.

Ad verification vendors - such as Doubleverify and Integral Ad Science - use technology to block ad delivery based on parameters such as page keywords. This aims to prevent ads from displaying adjacent to 'brand safe' content. As news and other high-quality content can include these keywords, however, publishers and broadcasters run the risk of not being able to monetise their content. Advalidation's blocking tag detection can identify ads at risk of not being displayed - these ads put campaigns at risk for delivery discrepancy, underdelivering and ultimately lost revenue. Immediately identifying issues ensures publishers and broadcasters can manage the issue before the campaign is launched.





of ads load slower than best practice, causing users to scroll past the ad before it has been fully displayed.

Viewability Risk

Consumers don't linger on websites for excessive periods of time - meaning ads must be delivered quickly to maximise their effectiveness. Advalidation's research found that 18% of ads load slower than best practice, causing users to scroll past the ad before it has been fully displayed.

Excessive central processing unit (CPU) usage, initial and sub loading times are all factors contributing to slow page loading times - and therefore low viewability. Performance levels of the website's other ad units will also decline and relations with advertisers will suffer.

Advalidation's 'Time to Visual Start' test safeguards ad performance. Measuring the length of time assets take to load ensures slow-loading creatives can be removed - eliminating substandard rendering speeds from the equation allows publishers and broadcasters to stave off user complaints.

Users are constantly bombarded by ads and standing out from the sea of competitors is far from straightforward. Advalidation offers creative borders which help users easily distinguish between ads and website content - and creative expansions guarantee visually appealing designs that maintain positive UX.

Get With The Programme

Advalidation specialises in taking the guesswork out of Creative QA - and making the lives of Ad Operations (Ad Ops) teams easier.

Acting as an educational resource - and providing more information regarding delayed ad campaigns' negative impact - is an important role. But this pales in comparison to Advalidation's ability to boost campaign efficiency and ensure compliance across the board.

Preserving premium UX. Checking for regulatory compliance. Maintaining ad revenue levels. Protecting viewability. All services which fall under Advalidation's remit. And all factors that guarantee ad campaigns resonate with the right audiences, at the right time - with the right message.

Advalidation has recently become part of Peach, the global creative workflow experts, with clients such as Unilever, Netflix, Sky, Johnson & Johnson and Oglivy.



**If you're keen to understand how
Advalidation can support your company
at driving success get in touch**

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