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**Avec la presse, les publicités digitales sont mieux délivrées et vues**

## LA QUALITÉ DES SITES PREMIUM, UNE RÉALITÉ QUI SE VOIT ET SE MESURE

	PREMIUM	EXCHANGE
WAS THE AD MESURABLE ?	+82%	+72%
COULD ANY OF THE AD BEEN SEEN ?	+82%	+52%
MEASURABLE AND SEEN	+67%	+37%

WAS THE AD FULLY IN VIEW	+42%
WAS THE AD 50% IN VIEW ?	+63%
WAS THE AD IN VIEW FOR 5 SECONDS PLUS ?	+58%
WAS THE AD DELIVERED ABOVE THE FOLD ?	+98%
WAS THE AD BROUGHT INTO VIEW ?	+165%

Source : QUALITY MEDIA RESEARCH WITH NEWSWORKS, group M, Juillet 2018, 84 clients, tous secteurs, 9 mois

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