

Walled Garden Media Ratings

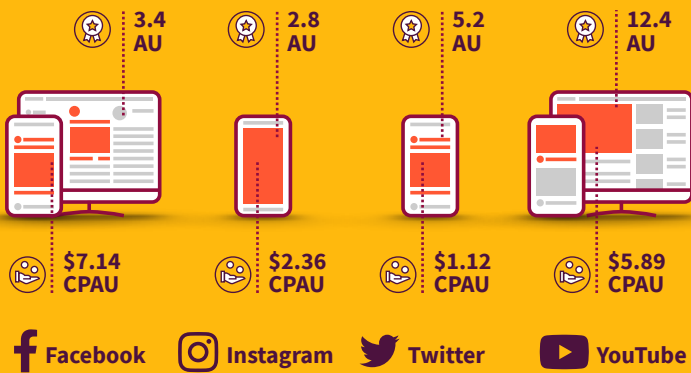


Adelaide now measures the quality of media across programmatic, video, native, direct-bought display and walled gardens.

ADELAIDE ENABLES RATINGS FOR MEDIA FROM WALLED GARDENS

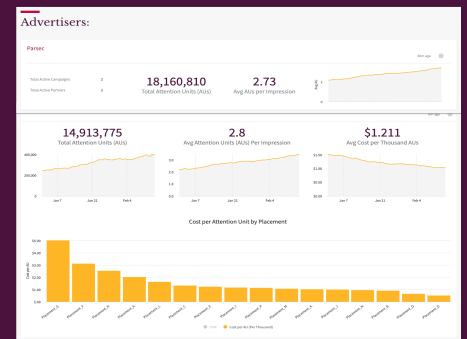
Adelaide ratings have been shown to consistently predict upper and lower funnel outcomes, as measured by Kantar, Nielsen, Lucid and other sources of truth.

Adelaide now brings that same predictive power to walled gardens, including Facebook, Twitter, YouTube and Instagram. To fuel this expansion, Adelaide has secured industry-leading eye tracking data from Amplified Intelligence. Amplified Intelligence data has been fed into the scoring algorithm that Adelaide has trained to predict outcomes.



The Adelaide Dashboard

View in-depth reports on the quality and value of every placement.



HOW IT WORKS

Adelaide gathers as much data as possible describing media exposures, then combines it with data from an eye-tracking lab, research and placement lookalike modeling. This data is fed through an algorithm that has been trained to best proxy the outcomes a brand is looking for.

1 Platform Modeling

We build environmental models from research data, platform page rendering and eye-tracking studies:

- Snapshots of platform page layouts
- Lab-based data from:



2 Indirect Measurement

Adelaide ingests as much metadata as possible about the exposures through:

- API access/Log Files
- Native platform reporting

3 Custom Algorithm

This data is fed through an algorithm that has been trained to best proxy the desired brand outcomes:

- Attention Unit (AU) scoring per placement
- Dynamic weighting to brand outcome data

4 In-Depth Reporting

Adelaide data offers an apple-to-apples comparison on across walled gardens via:

- Dashboard
- Data export