

Third-party Measurement and Verification

Partner Lookbook

 Microsoft Advertising



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Verification

Measures and verifies the viewability of ads.



Integral Ad Science

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms.

Actionable insights:

Viewability, total tracked ads, time-in-view, average time-in-view, measured ads, unmeasured ads, not viewable ads, % completed, invalid traffic rate, geo fail rate, brand safety pass and fail rate, brand suitability fail rate, and see-through rate.

Microsoft and IAS have partnered to provide global transparency into how your ads are performing with Viewability, Invalid Traffic, Brand Safety and Suitability Measurement across Microsoft's Advertising Network. Ensure your ads are driving engagement with real users and safeguard and scale your business with the first-to-market third-party measurement integration on Microsoft's owned and operated and third-party advertising inventory.

Compatibility:

Microsoft Invest	Yes
Microsoft Advertising Platform	Yes
Microsoft audiences	Yes
Netflix Ads	Yes

*Integration is available globally, unless otherwise stated

**Reporting is available from partner, unless otherwise stated

Audience Reach

Measures unique and unduplicated reach of overall campaign, including how many people viewed your ads, and which segments.



Nielsen DAR

Nielsen DAR (ONE) delivers deduplicated audience measurement metrics across computers, smartphones, tablets, and connected TV. This enables publishers and platforms to know exactly who is watching what to reach audiences that matter most, and gives media buyers the power to plan, optimize and measure campaigns with confidence. This means media sellers can prove the ability to reach digital audiences using industry-standard audience data and support campaign effectiveness.

Reporting access:

Available for Invest, from Invest UI

Netflix, US only and reporting from Nielsen dashboard

Answer critical questions like:

How can I compare my digital and TV performance metrics?

Which publishers are reaching my target audience?

How can I optimize my media plan ROI across devices?

Nielsen DAR delivers deduplicated, cross-media measurement in one place, allowing advertisers to analyze publisher performance across campaigns and optimize your advertising reach and frequency.

Compatibility:

Microsoft Invest	Yes
Microsoft Advertising Platform	No
Microsoft audiences	No
Netflix Ads	Yes

iSpot

iSpot solutions are purpose-built to measure the performance of every ad on TV with digital-like precision and granularity. Empowered with always-on cross-platform performance insights, advertisers can take quick and confident action to cut wasted ad spend. With currency-grade measurement, large-scale verified insights, and deep competitive intelligence, iSpot gives advertisers control and confidence amid the chaos of the new media landscape.

Market availability:

US only

Metrics include:

Reach, frequency, and audience engagement across channels.

iSpot helps advertisers drive ad effectiveness with unified TV and video measurement, from creative to audience to outcomes. Our fast, accurate and actionable measurement solutions enable advertisers to assess creative effectiveness, improve media plans and drive business outcomes from TV and streaming advertising

Compatibility:

Microsoft Invest	Yes (Alpha)
Microsoft Advertising Platform	Planned
Microsoft audiences	Planned
Netflix Ads	Yes (Alpha)

*Integration is available globally, unless otherwise stated

**Reporting is available from partner, unless otherwise stated

Audience Project

AudienceProject is a leading SaaS company empowering advertisers to make confident marketing decisions and reach their audience more effectively based on independent, comprehensive cross-media measurement.

Market availability:

UK, Germany

Metrics include:

Total reach, on-target percentage, reach in target group, frequency, target rating points, and more.

AudienceProject provides a cross-media measurement solution, allowing advertisers to compare ad performance across the open web, social media, online video, CTV and linear TV in one unified measurement platform.

The platform provides advertisers with actionable insights, empowering them to make confident marketing decisions and reach their audience more effectively.

Compatibility:

Microsoft Invest	Planned
Microsoft Advertising Platform	Planned
Microsoft audiences	Yes
Netflix Ads	Yes (Alpha)

*Integration is available globally, unless otherwise stated
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Fluzo

Fluzo offers cookie-less measurement of audience reach, making them a strategic partner in ensuring a seamless transition to the deprecation of the third-party cookie.

Market availability:

Spain, Italy, Brazil, and Mexico

Fluzo helps you understand the unique audience you are reaching on your Netflix campaigns running in Spain, Italy, Brazil, and Mexico, using **third-party demo and incremental reach measurement**

Compatibility:

Microsoft Invest	Planned
Microsoft Advertising Platform	Planned
Microsoft audiences	Yes
Netflix Ads	Yes (Alpha)

Brand Lift

Measures lift in upper funnel metrics including ad awareness, ad recall, favorability, intent and more.



Kantar

Kantar is the world's leading marketing data and analytics business. Kantar's Lift portfolio of media effectiveness tools is built on the world's largest media norms database, with over 50,000 campaigns evaluated. From optimizing reach and frequency, to uncovering emerging channels and synergies, we guide brands through the intricacies of real-time campaign optimisation and media strategy.

Kantar measures lift in upper funnel metrics including ad awareness, ad recall, favorability, intent and more.

Compatibility:

Microsoft Invest	Planned
Microsoft Advertising Platform	In exploration
Microsoft audiences	In exploration
Netflix ads	Yes (Alpha)

Circana

Circana is the leading advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data and deep expertise, Circana provides clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth.

Market availability:

US only

Reporting access:

Invest UI

Metrics include:

Active buying households, detailing timestamp, spend, units purchased, and purchase history for requested brands or UPCs.

Circana enables Inflight Optimization and measurement for CPG and consumer healthcare and wellness advertisers to make strategic inflight data-driven decisions across all advertising forms (CTV, Display, Video, etc.) resulting in improved ROAS.

Compatibility:

Microsoft Invest	Yes (Alpha)
Microsoft Advertising Platform	No
Microsoft audiences	Yes
Netflix ads	No

Attribution

Measures how advertising drives online behavior after exposure to an ad.



TransUnion

TransUnion (Neustar) is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®.

Market availability:

Marketing Attribution - US only

TransUnion’s Marketing Attribution (also known as MTA) enables marketers to count the individual contribution of each impression—or interaction—along someone’s path-to-purchase and to draw lessons that can be applied to optimize their campaigns, from consumer segments to ad creatives and cross-channel messaging.

Compatibility:

Microsoft Invest	Planned
Microsoft Advertising Platform	Planned
Microsoft audiences	Planned
Netflix Ads	Planned

Questions?