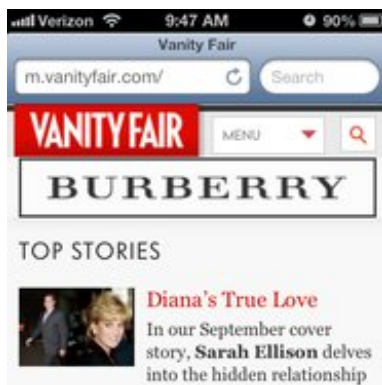


ADVERTISING

## Condé Nast, GroupM ensure future ad visibility among “human beings”

November 24, 2014



*A Burberry banner ad on Vanity Fair*

By STAFF REPORTS

Publishing conglomerate Condé Nast and media investment firm GroupM have come to an agreement regarding how mobile advertisements will be viewed across the publisher's channels.

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The terms of the agreement ensure that Condé Nast's advertising partners will receive greater visibility and that the publisher will take more accountability in digital ad performance across devices and channels. Conversations were prompted by comScore's 2013 report concluding that 54 percent of digital ads were never seen by the intended audience.

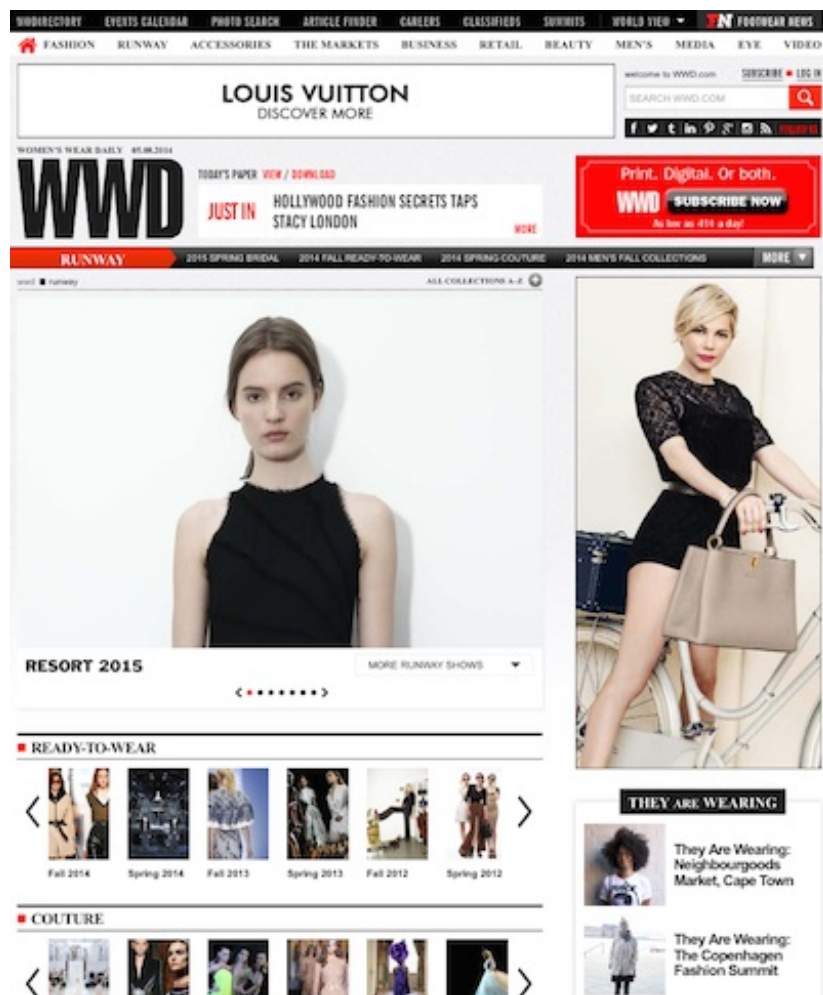
The new deal

Since comScore's findings, advertisers have been working to set up a standard of visibility and guarantees.

Condé Nast and GroupM's agreement will further the progress of each company's commitment toward creating a more dynamic and healthy digital advertising ecosystem and better media ROI for brands. The new deal ensures 100 percent viewability for video

and display ads generated by GroupM's clients across the publisher's digital portfolio.

The deal, effective immediately, will span Condé Nast's video and display channels on 20 Web sites, 14 branded video channels and its video platform, The Scene. The deal is also effective across all devices and tactics, both programmatic and direct.



*Louis Vuitton mobile ad on WWD, owned by Condé Nast*

In a statement, Ari Bluman, chief digital investment officer of GroupM North America said, "This partnership is an important step in the establishment of online standards. Condé Nast is guaranteeing what GroupM clients require – ads that are viewed by human beings."

Lisa Valentino, senior vice president of digital sales for Condé Nast, agreed, saying in the same statement, "At Condé Nast, we not only have premium audiences, but we also have premium ad products that deliver a higher return for our advertising partners. [The] announcement is the most recent example of Condé Nast taking a leadership position to elevate the digital space. We challenge the industry to join us in defining stronger standards for the business at large."

This agreement will likely change opinions of banner ads, as the tactic is mainly see as ineffective ([see story](#)).

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