

# Don't Let **Low Ad Viewability** Turn Into



Others just tell you about your viewability problem.

## **Mezzobit's Viewability Optimization solution helps to fix it.**

Poor viewability is partially caused by slow ad rendering time. As the industry moves to transacting on viewable impressions, **slow performance will dramatically cut into revenue.**

Mezzobit's turnkey solution **instantly reduces technology-related viewability problems** without expensive site modifications. The result is **higher quality inventory that drives more profitable campaigns.**



### **Dynamic rendering**

Page is analyzed and ad rendering is prioritized for units located within the user's current viewing area.



### **Fair value exchange**

Counting ad impressions and dropping tracking cookies can be delayed until ad is declared viewable.



### **Supports measurement**

Existing viewability reporting tools can be used in conjunction with Mezzobit to measure improvement.



### **Screen automated traffic**

Spiders and bots are flagged, permitting customers to block ads and decrease fraud-related write-offs.

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**mezzobit**  
your audience, your data