# How to Optimize for Viewability

Best practices for optimizing for viewability without compromising scale or efficiency

Here are three ways to optimize your native campaign. Sharethrough can accommodate any of these approaches. The first approach will typically be the most efficient and is therefore the recommended option.

1. **Run across the entire exchange and optimize toward a viewable CPM.**
   **RECOMMENDED**

   We almost always recommend that partners optimize toward a vCPM (e.g. $7.50) instead of a specific viewability rate (e.g. 70%). This means running on placements and sites with viewability above *and below* your target, but adjusting your bid to account for how viewable, i.e. how *valuable*, the inventory is.

   If you run on 70%+ sites only, you can expect your effective vCPM to come in around $10. On the other hand, by running on our entire exchange and optimizing to vCPM, your effective vCPM could be $7.50 or lower.

   Other advantages of optimizing to vCPM include:

   - **More scale.** You'll be accessing a greater percentage of our inventory.
   - **Better efficiency.** High viewability placements are in high demand; high demand drives up the price.
   - **More premium inventory.** Some of our most premium publishers have low viewability. By optimizing to a rate, you lose out on those publishers.

2. **Use a Sharethrough-provided PMP that only includes placements above your target viewability.**

   We can create a PMP for you composed of placements (not publishers) whose average viewability is above your target rate (e.g. 70%). This will limit scale (as compared with option one), but will be better than option three.

   Optimizing to placements is better than optimizing to sites (option 3) because it's more specific and won't exclude high-viewability placements on sites that have a low average viewability.. Many of our sites have multiple placements, some with viewability below your target, and some above. When those placements are averaged together, the site's overall viewability rate may fall below your target, causing it to be excluded. Most DSPs

do not have targeting or reporting at the placement level, so the only way to target these placements is through a PMP.

3. **Run across the entire exchange and optimize toward sites above your target viewability.** NOT RECOMMENDED

   You can run on the entire exchange and optimize toward viewability rate by site. Of all available options, this will limit scale the most, as relatively few of our publishers will have an average viewability at your target viewability rate (e.g. 70%)