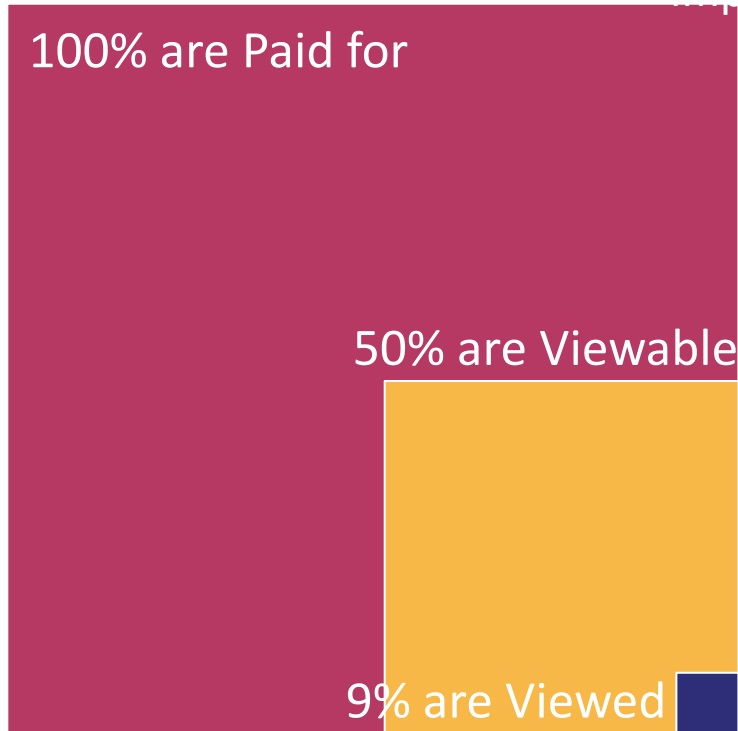


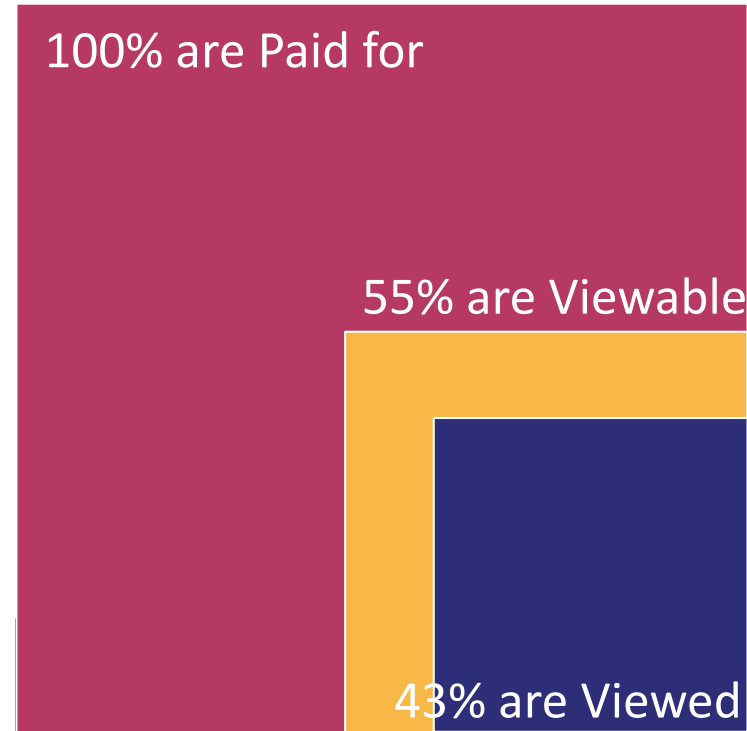
Impressions over-estimate audience by up to 91%

Visibility adjusted impacts are a much better measure of the people actually seeing campaigns

Online Desktop



Online Mobile



Out of Home

