InView Benefits

Measurability

InView ads are compliant with VAST, MOAT and Nielsen mobile OCR offering best viewability and audience verification solution

iab. COMPLIANT VAST MOAT

NIELSEN DIGITAL AD RATINGS

Scalability

InView technology allows for placing video ads inline with text, articles or listings. Thus, offering access to unique audiences and websites which have not run video ads before

Third Party Tracking

All InView ads supports third party tracking (1x1 impression tracker, click trackers) through APIs and tags.

Viewability

Smartly engineered to make sure ads are viewable - video pauses when less than 50% of the ad is viewable

Transparency

CHOCOLATE
A Mobile Video Marketplace

InView ads can be bought programmatically via Chocolate thereby offering scale and full transparency in placement & price

Non-Obtrusive Ad Experience

Compelling storytelling experience as all ads are placed in-line or in the heart of the content. Thus, delivering a skillful way of delighting consumers in a non-obtrusive manner

chocolate

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