

comScore Adds Mobile Measurement, Including Viewability, To Offering

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One month after the Media Rating Council (MRC) gave its initial guidance on what constitutes a mobile viewable ad, [comScore has added mobile viewability measurement to its validated Campaign Essentials \(vCE\)](#).

In addition to this, comScore's mobile measurement offering now includes validation metrics and "unduplicated" audience measurement.

Anne Hunter, senior vice president at comScore, states that "With the addition of ad validation it finally allows comparison of mobile to other media, such as TV, and to better optimize [clients'] marketing mix."

What it means for the industry

comScore is constantly working to keep up with the digital flow, and this new addition looks to be the plug in the hole, especially pertinent considering the recent MRC release. With the mobile landscape as it is, we need to be sharp on quality of audience and performance; this tool will assist in planning for the desired quality.

But at the same time, we must also be mindful – as with any viewability tool – of the methodology of this tool, as no viewability measure is perfect.

MediaCom expert opinion

“It’s been a long time coming, but we are finally seeing an increased level of accountability for the industry and this is another step forward in that regard. Marketers are still asking questions around the quality and targeting of mobile ad formats and now we have a tool to give us quantitative evidence in the delivery of mobile. This will ultimately allow mobile to be compared with parity to the ATL channels, further fuelling the significant growth of mobile.”

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