

Moat Becomes First Company Accredited By The MRC For Mobile Viewable Impression Measurement

The Media Rating Council Grants Its First Accreditation for Mobile Viewability Measurement to Moat for Measurement of both Video and Display Ad Formats across Mobile Web and Mobile In-App

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30 Oct, 2015, 12:27 ET





NEW YORK, Oct. 30, 2015 /PRNewswire/ -- Moat Inc. (www.moat.com), an independent SaaS marketing analytics firm focused on transforming online brand advertising through trusted measurement and analytics, today announced it has become the first company to be accredited by the **Media Rating Council (MRC)** for mobile viewability for its measurement of viewable ad impressions and related viewability metrics in both mobile web and mobile in-app. Accreditation is based on MRC's *Interim Guidance on Mobile Viewable Impression Measurement*, which was issued in May. Moat was also the first company to be accredited by MRC for both desktop display and video viewability simultaneously in 2014. The extension of



Moat's MRC accreditation for viewability to mobile environments further reinforces the company's leadership in delivering trusted, third-party measurement and analytics capabilities across multiple screens and platforms.

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"We congratulate Moat on this significant achievement," said George W. Ivie, Executive Director and CEO of the MRC. "With mobile now such an important part of today's digital landscape, Moat's MRC accreditation for mobile web and in app viewable impression measurement once again clearly demonstrates that it's at the forefront of industry leaders in promoting high quality digital measurement."

Moat partners with brands, agencies, publishers, and platforms to help drive more effective advertising through better measurement and analytics and a shift toward attention signals. Through straightforward, platform-agnostic integrations, Moat has the unique ability to provide 100+ real-time attention signals including in-view impression measurement, exposure time, interaction, AVOC, and other metrics at the campaign, creative, domain, and impression levels. As a result, Moat advertisers can better optimize performance and analyze the efficiency of their campaigns across all screens. Moat Analytics is available pre-bid via real-time programmatic and auction environments as well as through real-time reporting.

"Moat is committed to delivering in-depth analytics and trusted digital measurement that is truly cross-platform," said Jonah Goodhart, CEO of Moat. "To receive the industry's first accreditation from the MRC for mobile web and in-app viewability is a real testament to this commitment, as we continue to evolve our platform to meet needs of our clients and partners."

"Congratulations to Moat on being the first MRC Accredited company for Mobile Viewability. This is important to moving cross-device brand communication strategies forward, but perhaps more importantly, the measurement of those strategies," said Amy Good, Media Investment & Technology Manager, Nestle Purina PetCare.

"Pandora helps brands drive ROI in mobile and we are proud to have Moat's MRC Accredited in-app capabilities integrated into Pandora's app," said Jack Krawczyk, Vice President of Ad Product Management, Pandora. 

"We leverage Moat Analytics across our digital media. We're excited that Moat is taking a leap forward in viewability measurement, as accountability and increased transparency are important for Unilever and the industry as a whole," said Jennifer Gardner, Director of Media and Partnerships North America, Unilever.

"Moat is our trusted analytics and metrics partner: They bring enormous value to the marketplace and this milestone is critical to the mobile first shift underway with consumers and advertisers," said Tim Lemmon, Chief Analytics Officer, AOL, a division of Verizon Communications Inc.

About Moat

Moat is a New York-based SaaS analytics company focused on building products for brand advertisers and premium publishers. Their offerings include Moat Analytics, an attention measurement platform that provides insights on ad campaigns for publishers and advertisers, and Moat Pro, an ad intelligence platform that allows markets to research trends in the online advertising industry. The company was founded by Jonah Goodhart, Noah Goodhart, and Michael Walrath. The serial entrepreneurs had previously partnered together to launch Right Media, which was acquired by Yahoo! in 2007. For more information on Moat, please visit <http://www.moat.com>.

About MRC

The Media Rating Council is a nonprofit industry association established in 1963 comprised of leading television, radio, print and Internet companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. For more information on MRC, please visit <http://www.mediaratingcouncil.org>

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