

# VERIFIED VISITS

Know your true performance by guaranteeing all views and clicks are recorded based on verified viewable traffic



## GET A MORE ACCURATE PICTURE WITH BOTH VIEWS & CLICKS

Clicks aren't the only metric in advertising. For every user that clicks on your ad, as many as 6 users see your ad and return to your site without clicking.

Our performance metrics look beyond the click. We include views and clicks, with guaranteed viewable traffic, that take place within a time window you control.

## KNOW YOUR ADS ARE BEING SEEN WITH FREE VIEWABILITY

According to Google, 56% of impressions served are never seen. Most marketers either don't know if their ads were seen by a human, or they have to pay extra for that information.

We believe when you buy an impression, **you shouldn't have to pay extra** to know someone saw it. Our performance metrics only include guaranteed viewable traffic so you **know your ad was viewable by a real person.**



## SEAMLESSLY PULL VERIFIED PERFORMANCE RIGHT INTO YOUR ANALYTICS PLATFORM

Our unified analytics system communicates only guaranteed viewable traffic to Google Analytics.

**SteelHouse supports APIs into all analytics platforms,** allowing visits to be accurately reported and used for attribution.

