

PERFORMANCE BENCHMARKS

	DESKTOP	MOBILE
Completion Rate	75%	78%
Click Rate	0.2%	0.4%

DELIVERY

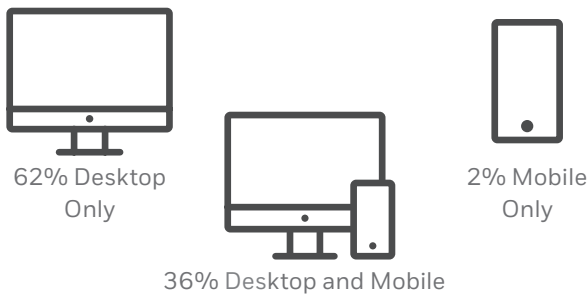
Most Common Optimization Goals

- #1 Completion Rate
- #2 Viewability Rate
- #3 Click Through Rate

Average Campaign Duration



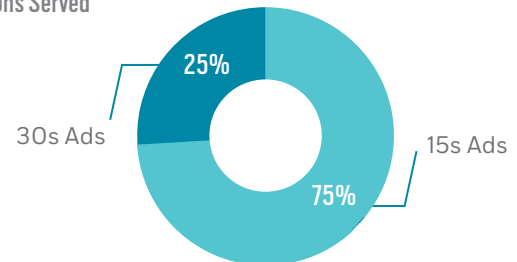
FORMAT MIX



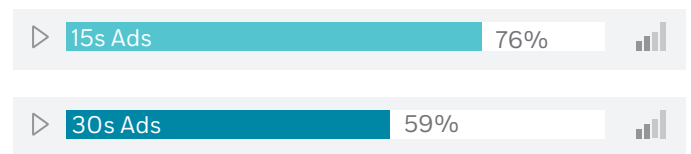
36% of QSR advertisers use both desktop & mobile formats, while 62% serve ads exclusively on desktop.

AD LENGTH*

Impressions Served



Completion Rate



MEDIA QUALITY*

\$9.70

Average CPM

27%

Average Viewability

\$35.31

Average VCPM

Media quality varies across the industry, with some advertisers earning viewability rates **over 60%**.

*Desktop Pre-Roll

Source: Quick Serve Restaurant (QSR) pre-roll video campaigns executed on the TubeMogul platform, October 2015 - December 2015.