

# DoubleVerify Unveils Attention Offering for Publishers, Raising the Bar for Performance Optimization and Transparency

*Publishers gain access to granular attention metrics to maximize campaign performance and strengthen advertiser partnerships*

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) (“DV”) (NYSE: DV), the leading software platform for digital media measurement, data, and analytics, today announced the launch of DV Attention for Publishers. This innovative solution sets a new standard in the industry for performance measurement and optimization, empowering publishers with detailed, actionable insights to maximize the value of their inventory.

As the digital advertising landscape increasingly prioritizes attention as a key metric to evaluate campaign success, DV Attention for Publishers empowers publishers with essential data and metrics to measure and optimize their inventory based on trusted, third-party verification. This new offering delivers expansive inventory and campaign insights for attention, including more than 15 metrics across over more than 10 dimensions of inventory. Furthermore, DV first received accreditation from the MRC in 2023 for its [DV Authentic Attention® metrics in DV Pinnacle®](#) across desktop, mobile web, and mobile apps. This combination of expansive, impression-level attention data and rigorous accreditation reviews strengthens a publisher’s ability to deliver impactful campaign outcomes and build trusted, results-driven advertiser partnerships.

“With attention growing in popularity, publishers need actionable insights into inventory performance to maintain their competitive edge,” said Steven Woolway, Executive Vice President of Business Development at DoubleVerify. “DV’s attention offering equips our publisher clients with the data they need to understand how attention impacts campaign outcomes, leading to stronger partnerships with brands based on privacy-friendly metrics.”

Key features of DV Attention for Publishers:

- **Granular Campaign and Inventory Metrics:** Publishers can access granular attention data across their open web and in-app campaigns and inventory, broken down by key dimensions such as ad unit, device type, media type, advertiser, order, line item, and more.
- **Performance-Driven Optimization:** By analyzing attention metrics across various campaign dimensions, publishers can take action to boost campaign performance beyond traditional metrics such as viewability and click-through rates.
- **Advertiser Vertical Attention Benchmarks:** DV provides attention performance benchmarks based on specific advertiser verticals, allowing publishers to assess how

their inventory performs in relation to industry standards, and optimize accordingly.

- **Global Scale Backed by Proven Methodology:** DV's framework has been trusted by DV's expansive list of advertiser clients since 2021, and it will now serve as a tool for publishers to find clear, actionable paths to improve campaign results.

DV Attention for Publishers is now available to DV's growing set of publisher clients, empowering them to optimize inventory performance and leverage DV's attention metrics as a competitive advantage with advertisers. This release caps off a year of attention innovation that also included the launch of DV's [AI-powered attentive reach optimization](#) capabilities.

For more information contact [pubsales@doubleverify.com](mailto:pubsales@doubleverify.com) or visit [doubleverify.com/publishers](https://doubleverify.com/publishers).

### **About DoubleVerify**

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, DV strengthens the digital advertising ecosystem, ensuring a fair value exchange between buyers and sellers of digital media.

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