MOAT PRO TOOLS GUIDE

Moat Pro is an industry-wide real-time search solution offering insights across brands, publishers, and ad tech vendors. The features outlined in this user guide can be found in a drop-down toolbar and provide competitive market intelligence.

Moat 100
A monthly ranking of the top 100 advertisers based on relative impression volume, shown as activity. The Moat 100 is a dynamic list that allows for the trending of information, relative to monthly change in activity, creative volume, publisher reach, and 3rd party tag information.

Ad Tech Landscape
Categorizes all of the tags for which Moat has observed activity. Information is pulled in based on the Display Lumascape chart. Sample categories include: Ad Exchange, Ad Network, Ad Server, Ad Verification, Agency Trading Desks, Audience Management Platform, Creative Optimization, Data Management Platform, etc.

Advertiser by Industry
Moat’s way of industry categorization. Allows for a snapshot of the top-performing advertisers ranked by relative impression volume activity across 20 lead categories and 100+ subcategories.

Share of Voice
Share of Voice is a customizable, direct comparison of brands ranked by relative activity. Share of Voice measures daily relative activity, publisher categories, top publishers’ titles, and trending information available for each custom set. Allows user to compare multiple brands or publishers and compares them against each other.
Mocktool
Pick any URL and the Mocktool will take a real-time screenshot that you can then mock up within the MoatPro UI. Search for a display gallery for a specific brand or download any creative onto a page. The tool also generates a shareable link via bit.ly. This tool can help in approaching prospects or providing screenshots of current campaigns.

High-Impact Advertisers
Compiles all of the high-impact/homepage data that Moat actively collects, and delivers a comparison to see which advertisers are running the highest volume of high-impact placements. Helpful when looking to fill premium ad slots on a specific publisher.

High-Impact Publishers
The inverse of High-Impact Advertisers. This tool allows for a direct view to see which publishers are running the most high-impact placements. Helps in understanding which publishers are willing to run premium formats.

Instant Prospects
Provides a comparison across either a brand or publisher lists. Customizable gap-analysis tool delivers insight into which publishers these brands are buying in a dynamic matrix. Overall, provides an easily exportable prospect list of brands or publishers currently not being worked with.

Email Alerts
Creative Email Alerts deliver notifications whenever a specific brand or publisher runs an ad unit. These alerts are generated when a creative based on the criteria set is observed. Moat Pro email alerts help in staying on top of competitors or potential prospects.