Pinterest Added Oracle Data Cloud’s Moat and NinthDecimal as Measurement Partners

Pinterest announced two new measurement partners Monday morning: Oracle Data Cloud’s Moat for viewability, and NinthDecimal for foot traffic. Head of measurement sciences and insights Gunnard Johnson said in a blog post announcing the two new partners that Pinterest has averaged 90 percent viewability for its in-application ads since teaming up with Moat, compared with… https://www.adweek.com/programmatic/pinterest-added-oracle-data-clouds-moat-and-ninthdecimal-as-measurement-partners/