THE MEDIA TRUST

Media Verifier for Ad Campaign Verification

The challenges of verifying and QA'ing online and mobile ad campaigns

The massive surge in online and mobile advertising is a double-edged sword for online publishers and mobile app developers. While this growth provides an enormous boon to the top line of publishers, ad networks, ad exchanges and media buyers, it also places a huge burden on these players. Every day, they must ensure hundreds of thousands of ads are correctly served to the correct page, the correct page location and the correct audience at the correct time to a multitude of devices, platforms and operating systems. The rise of mobility further complicates the ability to serve ads effectively and efficiently.

The reality is that 5% of online ads are served incorrectly, and 15% of all mobile-based ads are served incorrectly. Given the massive volume of ads served each day, this 5% and 15% force online and mobile publishers to be in a constant state of 'damage control,' keeping personnel unnecessarily focused on identifying and correcting ads already sold versus trying to expand an existing campaign or secure a new one. Of course, if a client detects a misplaced ad, then the publisher must 'make good' on this errant ad, which negatively impacts that campaign's profit margin.

And this 5% and 15% feel even larger when a publisher or ad network/exchange lacks an automated ad verification system. The overwhelming volume and variability of the ads served makes the process of verifying each ad manually impossible, although some companies make half-hearted attempts, using unpaid interns or low-rate, offshore labor. Some publishers and buyers even attempt to pass off screenshots from testing systems or Photoshop 'mock-ups' as legitimate verification.

These methods completely ignore the fact that ads sometimes serve incorrectly across platforms and the cost of not verifying every campaign pales in comparison to learning about mistakes after the fact. Besides lacking the much needed rigor, these manual approaches are not conducted in real time and result in high employee turnover, all of which limits or prevents a company from capturing and institutionalizing data on what's working, what's not working and why. Doing nothing and hoping advertisers don't notice the 5% or 15% not properly served isn't a viable strategy either.

Media Verifier automates ad campaign verification, reduces 'make goods'

First launched in 2005, Media Verifier is a well-established, neutral, third-party quality assurance system that automates line-item verification and life-of-campaign verification for online, mobile and search advertising campaigns. Media Verifier automatically determines if a given ad placement is running as intended and that no mistakes occurred in ad execution. This solution also automates the capture and reporting of the ad's placement, providing visual verification via a 'digital tearsheet' of the actual placement. In the event something goes wrong, the Media Verifier team provides the publisher with real-time notification of the placement's execution failure.

Every month, Media Verifier verifies hundreds of thousands of online and mobile ad campaigns in over 40 countries, which encompass hundreds of billions of online impressions. The Media Trust retains this data in its secure systems for a minimum of two years so the company can assist media buyers and sellers with any auditing and discrepancy resolution issues.

How Media Verifier works

Prior to an ad campaign going live, Media Verifier requests the campaign details to be verified—via API from a client's ad server or order management system. Immediately upon campaign or placement launch, Media Verifier begins monitoring and validating correct ad execution quality by:

- Leveraging The Media Trust's physical presence in more than 500 cities located across six continents
- Utilizing cookies and segment data from hundreds of behavioral targeting companies and in-house targeting techniques
- Automating insertion of form variables and user-action simulation to accurately emulate the consumer interaction with websites and mobile apps
- Bypassing authentication, but only with publisher approval, and using actual website logins to verify ad campaigns running behind the pay wall

Within hours of a campaign's launch, Media Verifier immediately identifies and then notifies the media buyers and sellers of any delivery errors, dramatically reducing the number of make-goods and improving real-time transparency across the ad execution chain.

Media Verifier provides robust support for a wide range of platforms and creatives

Media Verifier has seamless and secure integration with the most widely used ad management and serving platforms including Doubleclick, Atlas, ADTECH, APT, OAS and OpenX as well as a host of proprietary systems. It also provides comprehensive support for the following:

- Almost any type of ad creative—search text, JPEG images, Flash, rich media or video, native and overlays
- Online and mobile websites, gaming platforms, IP-enabled television, search result pages and mobile applications
- All major mobile platforms, including iPhone, Android, BlackBerry and Windows

During the scanning of a campaign, Media Verifier captures digital tear sheets of each line item in a contract, which serve as visual verification of the ad's placement for publishers and their clients. Media Verifier compiles the results of the various scans and appropriate screen shots into a user-friendly report, which provides for client-defined distribution and frequency.

The Media Trust

With a physical presence in 65 countries and 500 cities located around the globe, The Media Trust's proprietary website and ad tag scanning technology provides continuous, non-stop protection against malware, site performance issues and data leakage, which can lead to lost revenue and privacy violations.

The Company also enables comprehensive quality assurance of an ad campaign's technical and creative components, supporting display, rich-media, video, search and mobile advertising. In addition, The Media Trust's technology provides publishers with visual ad verification for geographically-targeted campaigns, ensuring thousands of media buys are executed correctly, reducing discrepancies, errors and make-good scenarios in-flight.

More than 400 publishers, ad networks, exchanges, agencies and enterprises—including 39 of comScore's AdFocus Top 50 websites—rely on The Media Trust's suite of continuous, non-stop monitoring, detecting and alerting services to protect their websites, their revenue and, most importantly, their brands.