THE MEDIA TRUST

Website Governance

Enhance enterprise security and policy compliance by identifying, authorizing and optimizing website vendors to minimize exposure to web-based malware, data leakage and performance issues

How do you control what happens on your public, consumer-facing website or mobile apps?

Compliance with company and regulatory policies commands the attention of any enterprise with a public-facing website. The ability to effectively manage your website requires intricate knowledge of the technology, processes and vendors needed to render pages that not only meet strategic corporate goals, but do so without compromising security or performance. From presenting content, images and social media tools to dropping customer-identifying cookies and executing analytics, websites require a host of third-party vendors that operate outside IT's infrastructure, which makes them difficult, if not impossible, to control.

To effectively demonstrate reasonable care for website governance, an organization must actively monitor, secure and provide an audit trail for all executing site vendors, their activity and their impact on performance.

Media Scanner™ enables website and mobile app governance

Powered by The Media Trust's proprietary website, mobile app and ad tag monitoring technology, Media Scanner™ provides you with real-time and continuous insight into and control of the third-party vendors executing on your website so you can monitor and terminate any malicious, unauthorized, noncompliant or performance-sapping activity.

With Media Scanner, enterprises gain access to the services they need to effectively secure, optimize and monetize their digital properties, including:

▶ Malware Prevention
Receive real-time alerts on all suspicious or anomalous code before it morphs into overt malware.

▶ Encryption Compliance
Ensure continuous HTTPS compliance across all third-party vendors used to render your website, ensuring every call in the chain remains secure and does not adversely affect website operation.

▶ Vendor Certification
Identify, classify, assign ownership and authorize the presence of third-party website vendors.

▶ Data Protection
Discover and analyze unknown and unauthorized code designed to capture website audience (first-party) data without your knowledge, which exposes your business to privacy violations and data leakage.

▶ Website Performance
Use the interactive dashboard to analyze active domains and the average number of page requests, file size and mime type, and connection latency over time.

Media Scanner

- Secures your website from malware and digital defacement

- Provides an audit trail documenting all authorized/unauthorized vendors

- Alerts on data leakage and violations of internal and regulatory policies

- Highlights out-of-policy vendor activity

- Requires no IT integration, investment or resources; delivers an immediate ROI

- Partners with the world's largest, most heavily-trafficked digital properties— 40 of comScore Top 50 Ad Focus leaders —for more than 10 years

How Media Scanner supports website and mobile app governance

A SaaS-based service, Media Scanner scans your website on a continuous, 24/7 basis to detect malware and identify all vendors—third, fourth and sometimes fifth parties—executing on your site.

In real-time, this service alerts you on active malware incidents, captures and categorizes each vendor and its associated domains, notifies you of new vendor activity and compares with company- and regulatory-specific polices, identifies vendor data collection actions, and records vendor impact to site performance.

An easy-to-use dashboard provides a high-level view of all third-party activity and the vendors requiring approval by any internal department involved in your website's operation—typically a combination of security, IT, operations, marketing and legal—which then approve, prohibit or refer to another department for authorization.

Drill down to see all domains used by the vendor, the internal department authorizing the vendor, and web execution call chain. Upon detection of policy violations—data collection, unsanctioned vendor presence, or anomalous activity— select the unauthorized domain and share it with the serving party to block it from execution.
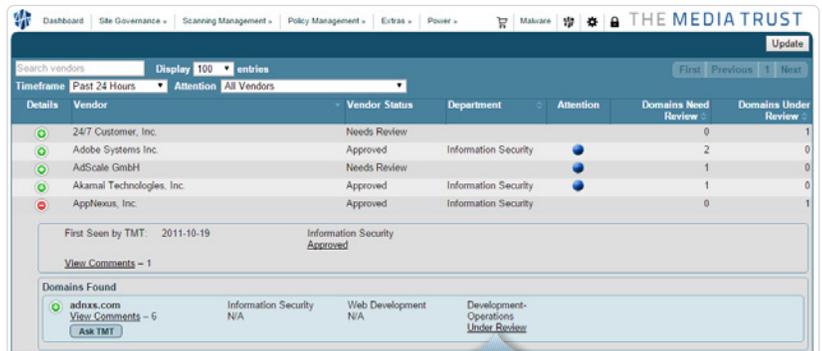
Single-pane view of vendors executing on the website, active violations and authorizing internal department

Benefits of Website Governance

Each day, The Media Trust monitors millions of ecommerce, media and corporate websites and mobile apps—not to mention more than 10 million ad tags—from a multitude of audience browsing profile habits. This unrivaled, panoramic, real-time view of the global online and mobile ecosystem allows Media Scanner to provide the information you need to effectively govern the security and operation of your website:

Data Protection/Compliance: Identifies all vendor activity, including cookie lifecycle from start to expiration, which ensures all vendor activities are authorized and comply with your data privacy policies.

Website Security: Monitors and documents all vendor activity to ensure it is free from malware. Records the internal department responsible for vendor authorization and logs the internal approval chain.

Performance Improvement: Provides detailed visibility into all third parties and their behavior to identify performance issues associated with extensive or problematic call chain activity.

The Media Trust

The Media Trust works with the world's largest, most heavily-trafficked digital properties to provide real-time security, first-party data protection and privacy, performance management and quality assurance solutions that help protect, monetize and optimize the user experience across desktop, smartphone, tablet and gaming devices.

Established in 2005, The Media Trust leverages a physical presence in 65 countries and 500 cities around the globe to detect malware, site performance issues and data leakage. More than 500 publishers, ad networks, exchanges, agencies and corporates from across the online and mobile ecosystem—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust's comprehensive suite of detection and alerting services to protect their website, their revenue and, most importantly, their brand.