Creative Quality Assurance

The preferred ad quality evaluation and resolution tool for premium publishers, ad tech platforms, and agencies.

Ensure ads are fast, non-intrusive, and unblocked

Badly formed ads delay campaign launches and are more likely to be shut off post-launch, hurting revenue and reputation. Not to mention, your ad and revenue operations teams need to spend time solving for user experience issues.

The **Media Trust's Creative Quality Assurance (CQA)** product automates ad quality evaluation across tags, creatives, and landing pages in tag-based, header bidding, and EBDA (tagless) setups. Powered by the Media Scanner® this product helps you control the ad experience with our pre-flight and post-flight scanning modes. Ensure that your digital vendors meet quality standards such as the IAB's New Standard Ad Unit Portfolio and your own creative standards and policies. Good ads do not get blocked. It's that simple.

60+	10x	5M+
Evaluation criteria for creatives	More expansive automatic scanning	Unique creatives scanned daily

Capitalize on an unprecedented view into the digital ecosystem

Derived from 10⁺ years monitoring the digital ecosystem, our proprietary scanning technology is:

- **Continuous**: 24/7 client-side scanning of 10M⁺ mobile apps and websites, and 30M⁺ ad tags

- **Comprehensive**: 100⁺ device, operating system, and browser combinations

- **Global**: 500⁺ geo locations around the world

- **Unique**: 1000⁺ real-user behavior combinations that advertisers and the media use for targeting digital content in formats such as display, audio, video, native, etc.

- **Customizable**: Tailored to client-defined specs, requirements, or industry best practices recommended by the IAB, TAG, Coalition for Better Ads, and more

Optimize your user experience, revenue, and reputation

- **Metrics menu**. Choose from an exhaustive menu of technical and creative specs for standard display and video ads

- **Scanning modes**.
  Pre-flight: Save time and prevent unnecessary back-and-forth by preverifying campaigns
  In-flight: Ensure ads remain compliant post campaign launch

- **Bulk uploads**. Submit entire tag packages for on-the-spot quality evaluations

- **Advertiser QA**. Prioritize your most pressing creative policy violations by viewing a summary of all tag-related technical metrics categorized by advertiser.

- **Custom Alerts**. Set alerts for specific types of violations that you want to track

- **Custom Dashboard**. Access results and violations organized by:
  - Policy: View and manage violations by particular policies and standards
  - Partner: Streamline resolution by identifying the partner source of violations
  - Tag: Look up information needed to resolve tag-specific violations
  - Creative: Review results of the quality evaluation categorized by the creative

- **Instant alerts**. Gain real-time insight into issues with your ads and never miss critical updates

- **Summary reports**. Get insight into creative quality over time for partners and policies

Holistic creative quality evaluation for your digital assets

Comprehensive
Evaluate using multiple metrics and modes relevant to your business

Automated
Manage end-to-end digital vendor risk for mobile apps and websites

Efficient
Save time by getting ahead of issues affecting the user experience

Actionable
Tackle creative violations via tactical alerts and reports

Streamlined
Resolve violations by communicating with your partner directly via the platform

Lightweight
Access turnkey services that seamlessly fit into existing workflows and tech stack

Complementary Products:

- Malware Prevention
- Campaign Verification
- Digital Vendor Risk Management

THE MEDIA TRUST

Creating better digital ecosystems to govern assets, connect partners and enable digital risk management.

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