



Ad/Revenue Operations Solutions

Create a high quality and malware-free experience for your mobile apps and websites by satisfying creative specs, campaign requirements, and industry best practices.

Make customer complaints a thing of the past

With anywhere from 50-75% (sometimes 95%) of code executing on your website coming from third-party vendors, controlling the browser or app experience for users can be challenging. The inability to not only detect but quickly resolve malvertising and creative violations on your digital properties puts your revenues and reputation at risk.

The Media Trust's **Digital Vendor Risk Management (DVRM)** platform provides real-time visibility and insight into violations across programmatic and direct ad buys, from website code to ad tags and landing pages. Our SaaS platform monitors all executing code to expose creative violations and malvertising in tag-based, EBDA (tagless), and header bidding setups. You can easily verify specific ad placements and the creative quality of campaigns in pre- and post-flight modes.



Build and leverage a trusted network of digital partners

Reduce recurring violations. Boost inventory value.

Promote a healthier, more connected digital ecosystem via the industry's largest digital vendor network. Effectively resolve security, quality, and policy violations within your advertising supply chain.



Discover and Classify

Identify and analyze all code executing on mobile apps and websites that render the user experience.



Communicate and Comply

Share your digital specs, guidelines, and policies with vendors and measure their compliance.



Resolve and Report

Detect, filter, and resolve violating activity, and access the easy-to-use reporting dashboard.



Integrate seamlessly with existing workflows and tech stacks

Gain unparalleled visibility. Curtail redirects, fake updates, auto-play, and more.

Available on a stand-alone basis, our detect and notify services can also be bundled with DVRM capabilities. You can establish direct relationships with your digital partners and actively enforce quality and data protection standards across digital assets.

Malware Prevention

Curb malvertising occurring via compromised first- and third-party code with our continuous monitoring, detection, notification, and resolution service. As the only TAG Certified Against Malware scanning provider, our platform detects all code executing on the browser or app responsible for suspicious and malicious activities like redirects, fake surveys/updates, phishing, bot proliferation, and more. You can also choose to filter the specific offending code without affecting ad delivery.

Creative Quality Assurance (QA) and Website Performance

Automate ad quality evaluation to deliver an optimal digital experience across ad tags, creatives, and landing pages. Ensure that your digital vendors comply with quality standards such as the IAB's New Standard Ad Unit Portfolio and your own creative specs.

Campaign Verification

Verify line-item and life-of-campaign for online, mobile, and search advertising campaigns. Easily provide visual validation to advertisers that the correct ad has been served as contracted: in the right way, to the right geography, right page, and right demographic.

Data Compliance

Safeguard valuable audience data by minimizing data leakage through unauthorized tracking on your digital property. Demonstrate compliance with your own data collection and leakage policies, industry best practices, and regulations such as COPPA, HIPAA, GDPR and more.

Encryption Compliance

Our technology keeps encryption breaks at bay 24/7, by scanning not only your own code, but also third-party code responsible for non-secure calls proliferating across the digital asset.

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



Regain control of your user experience

Demystify your complex digital ecosystem. Tackle threats to revenue.

Automated

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

Transparent

Gain complete insight into your digital ecosystem and ad placement

Secure

Protect users from both suspicious and malicious content execution

Actionable

Resolve malvertising and creative violations with ease

Operational

Build reports and digital tearsheet decks

Efficient

Reduce operational overheads through our turnkey services.



THE MEDIA TRUST

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

mediatrust.com