Ad/MarTech Provider Solutions

> Build a high-quality digital supply chain to increase client and partner retention and optimize revenue.

Elevate your company profile and long-term profit

Advertising and marketing technology (Ad/MarTech) providers are under constant pressure to control their flow of digital inventory and code to supply chain partners. Inability to not only detect but quickly resolve malvertising and creative violations puts your revenue and reputation at risk. However, management of this code can be challenging—considering that anywhere from 50-75% of the executing code comes from third-party vendors.

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 exposes creative violations and malvertising across your tags, in both pre- and post-flight modes.

Be a trusted partner while building your own circle of trust

Reduce recurring violations. Forge new partnerships.

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 your code associated with a particular ad tag.

Communicate and Comply

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

Resolve and Report

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

Comprehensive solutions for Operations and Product teams

Seamlessly integrate into your existing workflow (API) and tech stack
Available on an individual basis, the following detect and notify services can be bundled under the DVRM umbrella to chart your digital partners and enforce compliance with your security and quality requirements.

Malware Prevention
Curb malvertising occurring via compromised code with our continuous monitoring, detection, notification, and resolution service. As the only TAG Certified Against Malware scanning provider, our platform detects all executing code responsible for suspicious and malicious activities like redirects, fake surveys/updates, phishing, bot proliferation, and more. You can also choose to block 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 to the contracted audience. Ensure that your digital vendors comply with quality standards such as the IAB's New Standard Ad Unit Portfolio and your own creative specs, both pre- and post-launch.

Digital Vendor Network
Be a better digital citizen by joining a one-of-a-kind network of industry leaders to promote a healthier digital environment. Gain valuable insight into your company ecosystem—the digital properties where your code executes.

Ads.txt Manager
Access a continuously updated repository of real-time files Ads.txt files in JSON or raw data format. Easily ensure inventory validity before executing ad buys.

Regain control over your websites and mobile apps

Protect your industry reputation. Secure revenue channels.

Automated
Centralize and manage end-to-end digital vendor risk

Transparent
Gain insight into the quality of your partnerships

Comprehensive
Control creatives, tags, and landing page code behavior

Actionable
Remediate unauthorized partner activity with ease

Operational
Build a credible audit trail of vendor activity

Efficient
Reduce operational overheads with turnkey services. Minimal integration required.

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$^+$ websites and mobile apps, and 30M$^+$ ad tags

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

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

- **Unique**: 1000$^+$ distinct, cookie-based real-user behavior combinations driving content delivery via ads, websites, apps, search, video, native, etc.

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

THE MEDIA TRUST

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

mediatrust.com