



Ad Categorization

Identify sensitive ads that violate partner creative policies to ensure better end-user experience and realize additional revenue



Safeguard revenue through ad quality

In the increasingly competitive ad tech landscape, business is tied not just to premium CPMs, but also to whether the ads coming through the pipes are high quality. Your downstream partners are also counting on you to flag potentially objectionable or sensitive creative, and respect their policies around serving specific categories of ads. Failing to meet those demands can cost you business and cut off your access to premium inventory—at a time when that access is more critical than ever.

The Media Trust's **Ad Categorization** tool identifies sensitive and offensive creative at scale and catalogs them in an easy-to-understand taxonomy, enabling you to comply with acceptable creative policies and alert downstream partners to potentially offensive ads or regulated advertising categories (e.g, pharmaceutical and medical).

30+

Diverse categories

5M+

Ads categorized monthly

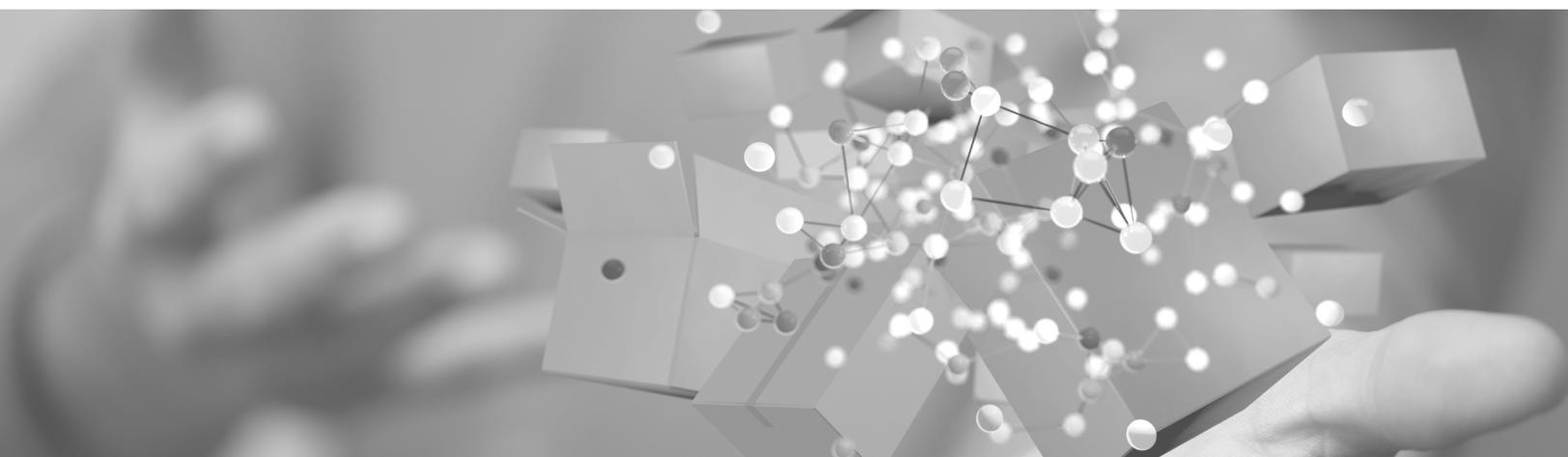
1

Step to start categorizing

Leverage a robust creative classification system

30+ categories and ability to add seasonal, niche, and custom

- Adult
- Alcohol
- Cryptocurrency
- Gambling
- Inflammatory
- Marijuana
- Political
- Provocative
- Violence
- Weapons
- and more

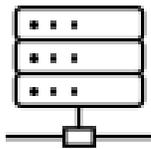




Analyze creative at scale with AI-human hybrid

Built with major AdTech players, including prominent DSPs and SSPs, the categorization regime serves as a super-powered supplement to the IAB's Content Taxonomy. To categorize high volumes of creative, The Media Trust leverages top-notch AI analysis: Optical Character Recognition (OCR) for text within images, and object identification. The AI findings are then bolstered by human review, resulting in a robust flagging of sensitive ad categories with less than 2% false positives.

Client submits creative to The Media Trust, fed into AI text and image analysis



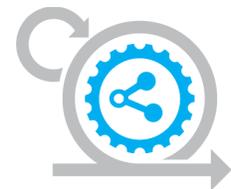
Violation is flagged and client alerted if image exceeds confidence level

AI results reviewed by The Media Trust analysts, confidence level applied to each category



Intuitive UI and comprehensive reporting

- Highly customizable**
 Focus on the categories most important to you and your partners, or build out new ones
- Reduce overhead**
 Automate your creative review process and continuously monitor for policy compliance
- Streamline resolution**
 Share policy violations with partners directly and offer benchmarks for improvement
- Enhanced controls**
 User interface allows isolation of ads for further review, escalation, or reconsideration
- Flexible alerts**
 Customize notifications through API or email, tracking issues in real time
- Rapid deployment**
 Ad Categorization can be turned on instantly, with minimal API setup required



Complementary products:

- ▶ Security
- ▶ Digital Risk Management
- ▶ Holistic Ad Quality



THE MEDIA TRUST

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

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