



# Campaign Verification

The industry's original solution for providing proof that digital advertisements have been served as contracted.



## Digital campaign validation made simple

As the digital display landscape grows increasingly complex, more advertisers demand proof that their ads have been served the right way and to the targeted audience.

Powered by Media Verifier™, The Media Trust's **Campaign Verification** product provides visual validation of correct ad placement according to the right geography, page, and demographic. Reduce the frequency of campaign errors, thus minimizing the need to run "make good" campaigns. Easily automate line-item and life-of-campaign verification for online, mobile, and search advertising campaigns to satisfy billing requirements and regulatory directives.

125K+

Campaigns  
monitored per month

5M+

Unique creatives  
scanned daily

10x

More expansive  
automatic scanning

### Capitalize on an unprecedented view into the digital ecosystem

Derived from 10+ years of 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 used for targeting digital content in formats such as display, audio, video, native, etc.





## Accurate tearsheets for mobile and desktop campaigns

Automate line-item and life-of-campaign verification.

- **Request tracker.** Notifies The Media Trust about high priority contracts and enables you to track the status of these requests
- **Error notification.** Issues real-time alerts on campaign errors
- **Contracts manager.** Enables review and management of all data associated with your contracts including: IO number, LI (line item) data, campaign flight period, contract name, and point of contact
- **Non-Contracts Requests.** Facilitates the management of ad hoc non-contract requests with ease
- **Tearsheets Decks.** View specific contracts, decks, and download tearsheets as required
- **Exhaustive filters.** Categorizes tearsheets by tag, site scan, or creatives with variables such as geolocation, cookie, date, scan ID, dimensions, creative size, and more.



## Reduce operational overhead and streamline resolution

### Support

Our team of verification experts manages your requests and offers support solutions

### Efficient

Save time by getting ahead of issues affecting the user experience

### Streamlined

Resolve campaign errors by communicating with your partner directly via our platform

### Automated

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

### Actionable

Access digital tearsheet decks, including specific details like name, campaign duration, etc.

### Lightweight

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

### Complementary Products:

- ▶ Creative Quality Assurance
- ▶ Malware Prevention
- ▶ Digital Vendor Risk Management



THE MEDIA TRUST

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

[mediatrust.com](https://mediatrust.com)