



THE MEDIA TRUST
Digital Safety. Delivered.



Solution Overview

COMMERCE

MEDIA

Leverage Digital Trust & Safety to Protect and Grow

Deliver High-Quality Brand Experiences While Preventing Data Leakage

Retailers, e-commerce businesses, travel networks, and food delivery and ride-sharing services are rapidly expanding their on- and off-property digital advertising. However, delivering high-quality ad experiences while preventing data leakage is laborious and time-consuming, and can hinder efforts to grow

As the leading provider of digital trust & safety solutions in the commerce media space, The Media Trust optimizes quality assurance workflows to ensure ads align with brand policies and consumers stay free from harm. Safeguard your valuable consumer data by scrutinizing vendor activity and maintain compliance with data privacy and other regulations.



CONTENT

Automate quality at scale: ensure ad inventory is free from technical issues (e.g., “heavy ads”), clickthroughs go to authorized landing pages, and ad content meets brand policies



DATA

Monitor on-property data activity for consumer impact, authorize and prohibit vendors, and comply with privacy regulations



SECURITY

Protect consumers against malware and other threats, both on your properties and through display, native, and video ads

SOLUTIONS FOR DIGITAL TRUST & SAFETY

Ad Assurance

Ensure ads meet technical specifications and proprietary policies; ad content is brand-safe; clickthroughs only head to authorized landing pages; and prohibited vendors aren't allowed on campaigns.

Digital Governance

Continuous site and app monitoring to unearth unwanted vendors, data leakage, security breaches, and regulatory violations. Classify vendors and track all activity on your digital properties while analyzing impact on consumer experience.

Real-Time Defense

On-page/in-app script offers real-time security and ad quality management for programmatic channels. Block malware and scams before they hit user screens, as well as heavy ads and custom lists (e.g., competitors).

Campaign Verification

Continuous site and app monitoring to unearth unwanted vendors, data leakage, security breaches, and regulatory violations. Classify vendors and track all activity on your digital properties while analyzing impact on consumer experience.

UNRIVALED EXPERTISE

Industry Standard

Used by largest commerce media brands

Experience

~20 years delivering security and quality assurance

Support

On call 24/7/365 plus dedicated CSM

Infrastructure

Powered by thousands of devices in 550 geos

User-Friendly

Intuitive and informative dashboards

Comprehensive

Safeguard consumers' entire digital experience

BENEFITS



Enforce

Ensure advertisers meet your brand standards and block unwanted vendors and competitors



Optimize

Automate workflows, excise manual tasks, and free teams to focus on revenue



Protect

Keep consumers and your core commerce business safe



Integrate

Leverage APIs to upload campaigns and sync data into internal systems



Analyze

Examine how vendor activity and data tracking is impacting user experience



Customize

Create and execute nuanced ad content and quality policies