DTS Political

THE MEDIA TRUST

Political Ad Revenue Without the Risk

Ad exchanges, demand-side platforms, and supply-side platforms are eager to grab a slice of the $16 billion in political ad spend expected during the 2024 US election season. But the pitfalls of political advertising have deepened as acrimony has grown across US politics; passing objectionable political ads through the pipes can threaten downstream partner/publisher relationships and overall revenue.

Solution

DTS Political empowers you to maximize political ad revenue while earning the goodwill of downstream partners and end-consumers. Leverage AI and a supercharged policy engine to identify potentially problematic ads both pre-flight and while campaigns are running. With rapid analysis via Media Scanner's massive infrastructure of actual devices and emulators, DTS Political enables adtech companies to take the risk and pain out of political advertising.

Political Ad Risks:

- Sensitive ad content like abortion and gun control
- Overtly inflammatory creative seeking only to offend
- Regulatory violations like failing to disclose who paid for ads
- Creatives leveraging generative AI or deepfakes

Scrutinize Political Ad Content Quickly and at Scale

Tried and True

- The Media Trust has evolved its hybrid AI-human categorization engine to identify sensitive and inflammatory over numerous election cycles.

Easy Setup

- Upload ad assets into The Media Trust's UI, email tag packages via an alias, or optimize workflows with an API integration.

Speedy Service

- Quick turnarounds enable you to swiftly weed out problematic ads, get good campaigns running, and rake in political ad revenue.

You Make the Call

- Rather than turn off the revenue spigot, DTS Political gives you the tools to manage sensitive and regulated advertising as you deem fit.

Streamline Communication

- Use the DTS Platform to easily send issues with political ads to upstream partners, agencies, and advertisers.

But Wait, There's More

- Ensure ad assets (tags, creatives, clickthroughs, and landing locations) are free from malware and meet standard technical requirements.

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Identify Ad Content With Hot-Button Issues:

- Abortion
- Gun Control
- Immigration & Conflicts
- LGBTQ+
- Climate Change
- General politics

Detect Political Ads with:

- Payment information omitted
- Inflammatory messages and imagery
- AI-manipulated content
- Deepfakes

The Media Trust:
Your Partner in Digital Trust & Safety

Expertise | ~20 years analyzing digital content for security, content, and data risks

Expansive | 10,000+ unique device, browser, and user profiles analyzing digital content from 600+ geolocations globally

Scale | 8M+ unique creatives examined monthly

Precision | 99% accuracy in ad content recognition

Trusted | Solutions leveraged by the largest publishers and adtech platforms in industry

On Call | 24/7/365 operational support plus a dedicated customer success manager