



THE MEDIA TRUST
Digital Safety. Delivered.



Solution Overview

ADTECH

Protect Consumers While Bolstering Revenue

Empowering Digital Trust & Safety Through High-Quality Marketplaces

In the hyper-competitive AdTech space, marketplace quality and effective partner management are critical to maintain and improve revenue flow. The Media Trust's Digital Safety Platform enables ad platforms to shield consumers from a wide variety of security threats and offensive ad content; rapidly identify technical quality violations and creatives in sensitive categories at scale; and track vendor activity to meet regulatory requirements and partner policies.

Digital trust and safety is essential for platforms to thrive in a combative ad ecosystem. The Media Trust makes it simple to deliver.



SECURITY

Protect consumers against malware, backdoors, redirects, phishing, online scams, and more across display, native and video.



DATA

Monitor vendor activity to comply with downstream partner requirements and consumer data regulations.



CONTENT

Ensure ad inventory is free from technical issues (e.g., "heavy ads") and employ AI to flag creatives with problematic content.

SOLUTIONS FOR DIGITAL TRUST & SAFETY

Ad Security & Quality

Use The Media Trust's industry-leading malware expertise to stop malicious ad activity (e.g., redirects, backdoors, keystroke loggers, phishing, etc.) Ensure inventory meets technical specifications (e.g., file size limits, requests/connections, bitrate, etc.) and won't sabotage consumer experience or break pages/apps/players.

Ad Categorization

Leverage AI to analyze creatives at scale and identify ad content in more than 40 sensitive and regulated categories, including Adult, Alcohol, Gambling, Marijuana, Pharmaceuticals, Political, Tobacco, Weapons, and more. Solutions for display/native and video.

Ad Governance

Monitor third-party activity and impact on ads running through your pipes, and meet downstream partner requirements regarding prohibited vendors. Verify that your revenue practices comply with a plethora of global data regulations.

UNPARALLELED EXPERTISE

Discovery Engine

1000+ unique profiles in more than 550 geos

Support

On call 24/7/365 plus dedicated CSM

Data Quality

100% 1st-party data minimizes false positives

Scale

Used by largest digital publishers and platforms

Experience

~20 years protecting consumers and ensuring compliance

Holistic

One platform for all your digital trust and safety needs

BENEFITS

Revenue

Strengthen partner relationships and drive incremental business

Comprehensive

Scrutinize ad tags, clickthroughs, and landing pages

Integrate

API imports security and quality data directly into your systems

Efficiency

Excise manual tasks and optimize workflows

Customize

Create specialized sensitive content categories and quality policies

Block

Protect consumers and stop unwanted ads

