



IAS PUBLISHER OPTIMIZATION

Maximize revenue through automation



Want to increase revenue and eliminate impression waste, without additional overhead? Done. IAS's Publisher Optimization solution allows you to meet and exceed your advertisers' media quality standards without the headache of manual campaign optimizations.

SET IT AND FORGET IT

Through a seamless integration with your ad server, including Google Ad Manager, we power your inventory to automatically optimize ad delivery down to the placement-level, for both direct and programmatic deals

YES, IT'S THAT EASY.

- INCREASE REVENUE
- MINIMIZE AD FRAUD
- GUARANTEE BRAND SAFETY & SUITABILITY
- AVOID BILLING ISSUES
- SAVE TIME MANAGING CAMPAIGNS
- ELIMINATE IMPRESSION WASTE
- MAXIMIZE CONTEXTUAL RELEVANCE
- REDUCE BRAND SUITABILITY FAILURE RATE



DECREASE IN BRAND RISK WITH IAS'S PUBLISHER OPTIMIZATION

97%

Publisher lowered brand risk from a high of 6.8% to consistently below 0.2% for all impressions. They also improved their relationship with the advertiser.

Brand Safety

Invalid Traffic

Viewability (40-80%)

Context Control
Content Avoidance
Contextual Targeting
Keyword Optimization

To get started, reach out to your IAS representative for more info.

