



# PUBLISHER VERIFICATION

Verify your inventory is viewable, fraud free, and brand safe



## FIRST IMPRESSIONS MATTER

Media is converging and new content is being created at an exponential rate. It is more challenging than ever to capture consumer attention, which means you need to make every impression count. IAS will score your inventory from the URL down to the impression level, on the key metrics your clients care about the most: viewability, invalid traffic, and brand safety. To reduce friction and increase transparency, our methodology and measurement is consistent, transferable, and actionable. Our Publisher Verification Solution will help you establish yourself as a credible media partner to top marketers who won't settle for anything less than perfect.

## SELL WITH CONFIDENCE

Your inventory is valuable, and assisted by streamlined reporting for publishers and their buyers, we're here to prove it. With ad unit-level data for granular insights, and campaign-level analysis to help track ad performance, IAS can help verify the quality of your media through an ad server integration. Customize data ranges, break out by device or performance, schedule reports and more with the Integral Platform. Not only will you be able to monitor campaign performance in real-time, but you can use our data to optimize your design and A/B test creative performance.

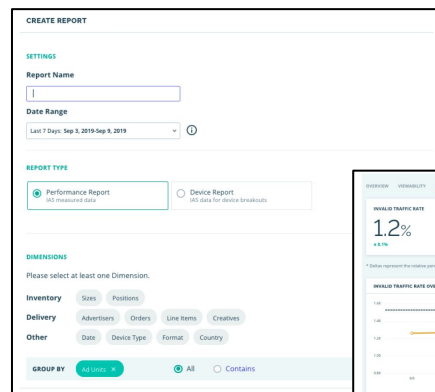
## WHAT YOU GET

**Actionable data** with custom reporting and granular campaign insight

**Precision and accuracy** with behavioral/network analysis, browser/device analysis, and targeted reconnaissance capabilities

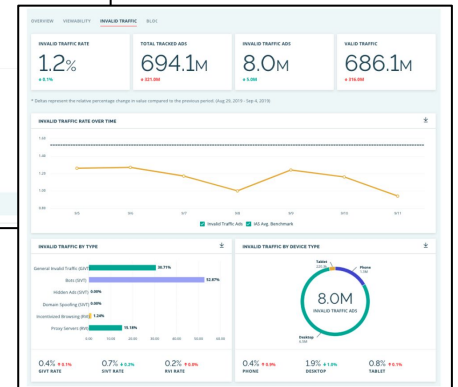
**Buyer and seller coverage:** IAS works with over 2,000 global customers including 35% of the top 150 U.S. advertisers.

**Cross-device and cross-channel coverage** on mobile, desktop, connected TV, and even YouTube



Customize date range, break out by device or performance, & schedule reports

Ad unit-level data for granular insights, Campaign-level analysis to track performance



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

