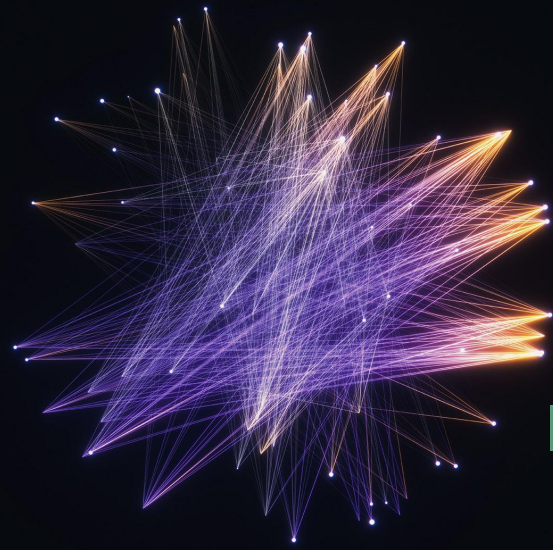# IAS.

MULTIMEDIA
TAG

Holistic cross-device coverage, everywhere you need it.
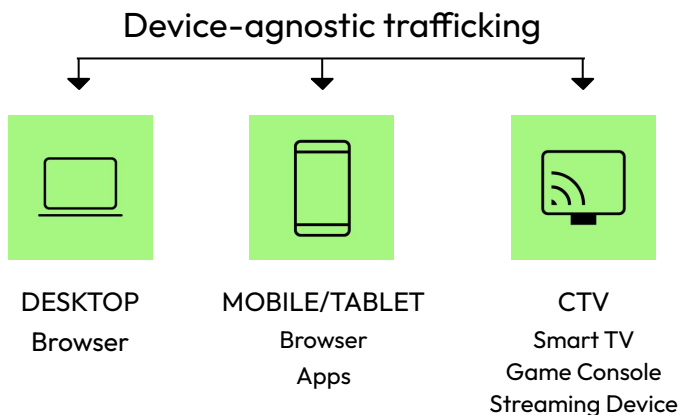

REAL SOLUTIONS TO REAL MARKET PROBLEMS

At IAS we are dedicated to bringing real solutions to real market problems, and with the growth of video and audio ads, we knew we had to close the gap on measurement. But it's not always that easy - different vendors have different requirements when it comes to how tags should be handled. All these nuances make it difficult to maintain a holistic strategy which is more important now than ever.

Not to mention, it's incredibly time-consuming to break out every tag based on the requirements of each ad server, verification partner, DSP etc. and with the possibility of human error delaying campaigns, advertisers risk losing money before their campaigns even begin.

So we developed our Multimedia Tag that allows us to seamlessly measure video and audio* inventory, all on the same placement - saving time and money.

HOW IT WORKS

Device-agnostic trafficking

DESKTOP
Browser

MOBILE/TABLET
Browser
Apps

CTV
Smart TV
Game Console
Streaming Device

The Multimedia Tag works by automating the process of device detection so that IAS technology does the hard work, and not your ad ops team.

WHAT YOU GET

Cross-device Support including Web, Mobile In-App and Connected TV devices.

Operational Efficiency - no need wasting time to break out tags, just upload, choose "Multimedia Tag" and you're up and running.

Expanded Coverage to properly report VAST video on web and report on non-OMID supported impressions in-app.

Audibility - measure ad performance on your in-app audio inventory with audibility and IVT metrics

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