THE MEDIA TRUST

S.M.A.R.T.

A program for assuring acceptable ads throughout the digital advertising ecosystem

S.M.A.R.T is a holistic creative quality assurance solution designed to detect and remediate ads that are detrimental to the user experience.

Your solution for reducing revenue impacting events

Achieve your ad revenue objectives while delivering a clean and regulatory-compliant user experience. S.M.A.R.T. helps you control your digital advertising ecosystem by ensuring creative compliance with security, data privacy, ad quality, and performance standards. Leveraging more than 10 years of experience monitoring the digital ecosystem, The Media Trust designed a set of actionable policies to measure creative compliance with industry best practices. Continuous policy enforcement will reduce violations, hold upstream partners accountable and build a trusted advertising supply chain.

How it works — 5 Steps to S.M.A.R.T.

1. **Scan**: Set up continuous monitoring of ads—display, rich-media, video, search and mobile—according to The Media Trust's basic policy guidelines
2. **Measure**: Evaluate each ad's compliance with policy guidelines
3. **Analyze**: Identify violating ad partners or themes
4. **Resolve**: Create and communicate remediation path with upstream partners
5. **Track**: Audit results of progressive creative quality improvement on your website

The Pillars of S.M.A.R.T.

Enabled by Media Scanner™, S.M.A.R.T. consolidates The Media Trust's unique scanning services into one offering to provide a holistic creative quality assurance solution. This program creates a tactical ad governance structure and also codifies what constitutes an acceptable ad. The four main components of S.M.A.R.T are:

Creative Policy Compliance

Leveraging its extensive knowledge of the digital ecosystem, The Media Trust developed a set of measurable policies against which all creative are evaluated. Ads exceeding policy thresholds generate an alert. This policy set addresses:

Client Benefits

Control: Ensure creative meet minimum guidelines for security, quality, performance, and data compliance

Revenue Continuity: Maintain integrity and maximize value of ad inventory

Reduce Overhead: Automate continuous ad quality review processes

Security: Speed remediation process for critical violations

Transparency: Establish communication channels with upstream partners

Continuous improvement: Enable a process to adjust policy parameters to exceed user expectations

Security	Ad Quality	Performance	Data Protection
• Overt malware	• Auto-play audio	• Total Download Size	• Excessive Data Collection
• Out-of-browser redirects	• In-banner video	• CPU	
• Landing page compromise	• Adult content	• Total Connections	
• Affiliate marketing fraud	• Pop ups/unders		
• Click/impression fraud	• Provocative		
• Suspect activity	• OS/Interface lookalike		
	• Shaking/Flashing		

Resolution Services

With your pre-approved upstream partners, The Media Trust shares critical information regarding non-compliant activity and works to remediate the violation. This significantly compresses the remediation cycle from days to minutes, while also improving the overall health and security of the online and mobile digital ecosystem.

Shared Violations Library

Participating publishers seeking deeper insight and context into active campaigns with poor user experience can access a shared library of violating creative examples. This searchable database provides critical information such as violation type, date detected and more.

Creative Certification

Pre-approval of ads enhances control of a publisher's digital properties. Creative Certification provides the mechanism for buyers to register creative upon placement into the advertising ecosystem so that it can be easily identified and tracked as it moves from partner to partner until finally served to a publisher's website or mobile app. This insight provides more transparency into the ads—creative and its associated ad tags—ultimately served to your website.

The Media Trust

The Media Trust works with the world's largest, most heavily-trafficked digital properties to provide real-time security, first-party data protection and privacy, performance management and quality assurance solutions that help protect, monetize and optimize the user experience across desktop, smartphone, tablet and gaming devices.

Established in 2005, The Media Trust leverages a physical presence in 65 countries and 500 cities around the globe to detect malware, site performance issues and data leakage. More than 500 publishers, ad networks, exchanges, agencies and corporates from across the online and mobile ecosystem—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust's comprehensive suite of detection and alerting services to protect their website, their revenue and, most importantly, their brand.

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