



Optimize your user experience by ensuring accurate creative execution and compliance with security, performance, ad quality and data privacy standards.

The Media Trust:

Automates line-item and life-of-campaign verification for 500+ clients in 40+ countries every month

Scans millions of websites and 30+ million ad tags every day

Operates on a 24/7 basis from 500+ cities in 65 countries

Detects a new malware vector every 60 seconds or less

Delivers real-time alerts with 99.95% accuracy

Counts 40 of the Top 50 comScore Ad Focus media properties as clients

The Media Trust offers publishers the necessary tools, processes and standards to control their digital ecosystem—from served creative to landing page—and deliver the optimal user experience. Enabled by Media Verifier and Media Scanner™, The Media Trust's suite of continuous monitoring services equips publishers with critical, actionable insight into the actual user experience.

These services provide publishers a governance structure to better secure, monetize and optimize advertising revenue streams across digital properties.

Benefits

- **Control:** Ensure creative meets minimum publisher guidelines for security, quality, performance and data privacy compliance
- **Revenue:** Maintain integrity and maximize value of ad inventory
- **Reduce Overhead:** Automate continuous ad and website quality review processes
- **Security:** Speed detection and remediation of malicious code executing via ads and third-party content

Media Verifier—Automate Ad Verification

Ensure automated line-item and life-of-campaign verification management for online, mobile and search ad campaigns according to geographic and behavioral targeting requirements. In real time, Media Verifier confirms correct ad placement execution as contracted, and provides a “digital tear sheet”—a visual verification of an ad's actual placement.

Media Scanner—Alert on Ad and Website Violations

Available as individual solutions, Media Scanner continuously scans ad tags and/or website properties to detect what actually renders on the browser. This client-side scanning across devices—desktop, smartphone, tablets and gaming consoles—alerts on violations.

Customers choose one or more of the following services:

- **Malware Prevention:** detects and alerts—in real time—on malicious code executing on the website, app or consumer's browser
- **Creative Policy Enforcement:** ensures all ad tags and third-party code complies with company and regulatory policies
- **Data Protection:** prevents data leakage by detecting and resolving unauthorized audience collection activity among digital ecosystem partners
- **Encryption Compliance:** automates the enforcement of HTTPS for every third-party call

S.M.A.R.T. Program—Ensure Continuous Ad Quality Management

To ensure the optimal user experience, S.M.A.R.T. is a holistic solution to ensure a quality advertising experience on your website. Combining the services available under Media Scanner, S.M.A.R.T. continuously evaluates creative according to predefined criteria spanning security, data protection/compliance, ad quality and performance, and then helps resolve policy violations with your authorized upstream partners.

Publishers can access a library of creative violations to gain additional insight into active campaigns. This searchable database provides critical information such as violation type, date detected and more.

In addition, publishers can request that their buyers 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 website or mobile app.

Website Governance—Identify and Control Third-party Content

From presenting content, images and social media tools to executing analytics and data management platforms, revenue-generating websites require a host of third-party vendors that operate independently from the advertising environment. To effectively manage the entire digital experience, Website Governance actively monitors, secures and provides an audit trail for all executing website vendors, their activity and their impact on performance.



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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.