Protecting the online and mobile advertising value chain

Continuous insight into websites, ad tags, apps and third-party content

Advertisers and consumers have an exceedingly low tolerance for any failures in online or mobile advertising—inappropriate content, poor execution or malware. Subsequently, digital publishers, ad networks, exchanges and demand platforms must execute every single online or mobile ad placement accurately, securely and efficiently.

Ensuring such an outcome requires the continuous, 24/7 monitoring of all online and mobile ad tags as well as the websites and mobile apps serving them. Unfortunately, digital publishers, ad networks, exchanges, demand platforms and mobile app providers lack the internal resources and infrastructure to continuously monitor their digital properties in real time for accurate ad rendering, suspicious code, overt malware, mobile redirects, data leakage and site performance issues.

Since 2005, The Media Trust has provided the online and mobile advertising ecosystems with a comprehensive suite of SaaS-based services that delivers automated visual ad verification and also prevents malware, site performance issues and data leakage across your digital properties.

Media Verifier for Visual Ad Verification

Media Verifier, The Media Trust's flagship service, automates line-item and life-of-campaign verification management for online, mobile and search advertising campaigns.

First launched in 2005, this service is a well-established, neutral, third-party quality assurance system that automatically verifies a given ad placement is running as intended and that no mistakes occurred, which is critical given that

5% of online and 15% of mobile ads are served incorrectly. Every month in more than 40 countries, the Media Verifier service verifies hundreds of thousands of online and mobile ad campaigns, which encompasses hundreds of billions of online impressions.

Using behavioral targeting techniques, Media Verifier emulates the targeted consumer to confirm the right ad rendered correctly to the right consumer segment. The solution also automates the capture and reporting of the ad's placement, providing visual verification via a "digital tear sheet." If an issue does occur, the Media Verifier team provides real-time notification of the placement's execution failure.

Media Scanner for Malware Prevention in your Online and Mobile Environments

The Media Trust's Media Scanner service provides 24/7 protection against malware through the continuous scanning of your online and mobile websites, ad tags and apps. The solution scans and inspects all code executing on the browser or app, including all ad tags, your own code and any third-party code used to render the URL, such as data management platforms, advertising re-targeters, analytic firms, sales platforms and others.

During this monitoring, Media Scanner detects, inspects, analyzes and alerts on every instance of unknown, suspicious or actual web-based malware embedded in ad tags and any third-party content rendering on a website visitor's browser, including dynamically-served content, video, native advertising and microsites.

By continuously monitoring and inspecting the third-party entities accessing your site,

The Media Trust leverages proprietary technology which:

- Automates line-item and life-of campaign verification for more than 500 advertisers in 40+ countries every month
- Scans millions of websites and more than 10 million ad tags every day, including 25,000 content-publisher sites
- 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
- Ensures 100% encryption/HTTPS compliance
- Counts 40 of the Top 50 comScore Ad Focus media properties as clients

Media Scanner also ensures websites, ad tags, and third-party code and content making calls to and from your site are always encrypted. The solution also automates the process of enforcing and maintaining HTTPS compliance across your vendor base on a 24/7 basis.

The daily, real-time scanning of millions of websites and more than 10 million ad tags provides an unprecedented view into the online and mobile advertising ecosystems, allowing The Media Trust to detect anomalous activity **before** it morphs into overt malware, disrupts operations and negatively impacts revenue.

Media Scanner for Data Protection

The Media Trust's Media Scanner protects websites from data leakage, which can lead to lost revenue and privacy violations. A serious, growing concern, first-party

The Media Trust's suite of SaaS-based services

and function, providing you with continuous, detailed transparency across your entire site.

Media Scanner for Creative Policy Enforcement

Leveraging its proprietary ad tag scanning technology, Media Scanner continuously inspects and analyzes every ad tag to assure they do not violate your organization's advertising policies. More specifically, Media Scanner conducts a comprehensive quality assurance check on each tag's technical and creative components. Whether you are a publisher, network, exchange, DSP, SSP or agency, this service ensures all ad tags continuously achieve 100% compliance with your creative policies as well as any state and federal regulations.

When the Media Scanner service detects a technical or creative policy violation—including fraudulent, offensive, competitive, black-listed or channel-conflict ads—the service immediately sends an alert so you can take appropriate actions. To ensure all ads continually meet your technical and creative policies, Media Scanner scans, inspects and analyzes tags pre-launch and in flight, and easily supports display, rich-media, video, search or mobile advertising.

data leakage is the unauthorized collection and subsequent monetization by a third party of your website's audience data, which is extremely valuable.

It causes ad inventory depreciation and can also impact your site's performance due to unwanted or unknown trackers, which may also violate your company's IT governance and privacy policies as well as the growing collection of government regulations and mandates.

The Media Scanner protects against data leakage by detecting, analyzing and alerting on every piece of third-party code, including browser cookies, present on your site. If any third-party code is unknown, unauthorized or designed to capture your audience data, the Media Scanner's Data Protection team immediately alerts you so you can remove and then block the code. The team also investigates the code's origins, pathway

About The Media Trust

With a physical presence in 65 countries and more than 500 cities around the globe, The Media Trust's proprietary website and ad tag scanning technology provides continuous, non-stop protection against malware, site performance issues and data leakage, which can lead to lost revenue and privacy violations. The Company also enables comprehensive quality assurance of an ad campaign's technical and creative components and provides publishers with visual ad verification for geographically-targeted campaigns, ensuring thousands of media buys are executed correctly, reducing discrepancies, errors and make-good scenarios in-flight.

More than 500 publishers, ad networks, exchanges, agencies and enterprises—including 40 of comScore's AdFocus Top 50 websites—rely on The Media Trust's suite of continuous, non-stop monitoring, detecting and alerting services to protect their websites, their revenue and, most importantly, their brands.

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