

BRAND SAFETY

Brand safety are the practices and tools that help to ensure an ad will not appear in an inappropriate context.



All DSP partnerships are vetted and monitored. These partnerships offer robust targeting to ensure brand safety at a platform level.

BEST PRACTICES FOR BUYING QUALITY INVENTORY



DATA

Include pre-bid filters to exclude sensitive content or include quality standards such as viewability



DOMAIN LISTS

Customize inventory sources by applying blocklists or allowlists to the campaign



OPTIMIZATIONS

Monitor performance throughout the campaign and beware of any anomalies such as unusually high CTR