SAFE EXCHANGE

Adcurate™ Overview

What's Running on your Platform?

Adcurate™ provides real time info on the human validated advertiser name, ad category, and audience suitability for all inbound CTV ads. Partners can leverage this data for a better understanding of what's running on the platform, more accurate category blocking, and to reliably service publishers with sensitive audiences.

Accurate Data Makes Platforms More Effective

Most programmatic platforms rely on self-declared IAB advertiser categories to filter ads. This creates serious brand safety issues for Publishers and Audiences alike as categories can be misrepresented or incorrect and often aren't granular enough to be fully effective.

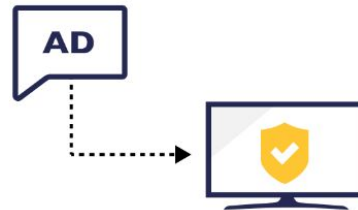**35%** of ad responses have the incorrect IAB Category associated

40% of ads that make it through traditional category blocking still aren't appropriate for sensitive audiences

43% of streamers said bad ads would drive them to stop using an ad-supported video service.*

* Penthera 2021 U.S. Video Streaming Report

Our Process

1

Partner platform receives inbound ad.

2

Adcurate provides human verified metadata for advertiser name, category, and suitability for audience.

3

Platforms leverage data for more effective blocking and better servicing of publishers with sensitive audiences.

Frequently Asked Questions

What are the benefits of more accurate ad metadata?

- More accurate advertiser category blocking.
- Safer service for publishers with sensitive audiences.
- Quick sourcing of brand safe ads that can run in any programming.
- Better understanding of what advertisers are running on your platform.

Why is correct ad category data so important?

Incorrect category data makes blocking ineffective and can result in the wrong audience seeing an inapporiate ad. Ads from blocked categories can damage your reputation and diminish trust. For instance, it's common to see political ads incorrectly categorized as health and fitness or gambling ads mislabeled as entertainment.

CTV is a premium format and users expect a premium ad experience.

What do you mean by human verified?

Adcurate uses proprietary AI to pre-filter creatives, but ultimately all data is verified by a member of the Safe Exchange team.

We know bid stream data isn't always accurate and AI isn't a perfect solution - especially when dealing with suitability for sensitive audiences. In order to achieve the most accurate metadata there has to be a human element in the equation.

Who manages the Ad Classification process?

Our ad classification process leverages our proprietary technology designed and executed by Safe Exchange Quality Assurance teams. Our reviewers are Safe Exchange in-house employees and undergo thorough training in our creative guidelines.

Can the Ad Classification process delay campaigns?

No. Creative is classified in real-time upon receipt. The SLA for a "first seen" creative ID is 5 minutes. Classified creatives are rendered in milliseconds. Creatives can also be provided for review in advance of a campaign launch.

Do you offer a Ad Classification audit?

Yes, upon signing an NDA, your technical teams will be given a live walkthrough of the ad classification process with one of our engineers.