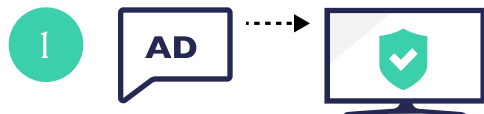# SAFE EXCHANGE

Safe Exchange Creative Review Process and FAQ

Safe Exchange Protects Your Brand and Your Customers with Real People

An over reliance on AI in the traditional programmatic ad review process puts publishers at risk of compromising their brands. Through its proprietary multi-tiered creative review process, Safe Exchange takes a human centric approach to brand safety.

Our Process

1 New creative is fingerprinted and put into holding.

2 Ads are prefiltered based on inventory specs.

3 Safe Exchange team reviews each ad in its entirety.

Reviewers verify and update IAB category and Advertiser name. Creative is then filtered for ad category, content, and tone.

4 Once creative has been filtered in initial review process, it is stored in our database.

Subsequent presentations of the same creative require only a confirmation of approved status.

Keeping Publishers and Audiences Safe with Safe Exchange

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.

40% of ads that make it through traditional SSPs blocking still need to be blocked for inappropriate content by our human review team.

65% of bids for rejected ads have the incorrect category declared in the bid response.

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

* Penthera 2021 U.S. Video Streaming Report