

## **zvelo: The Battle for Brand Safety**

For nearly a decade, zvelo has been fighting the battle for brand safety by providing real-time visibility into the content of websites, blogs, and social media – anywhere an ad is being placed. We are a trusted partner of choice for digital ad tech platforms and media providers, exposing objectionable content to ensure media placements always align with a brand's image.

The critical need for brand safety in advertising is not new. Since the advent of mass print and television advertising, advertisers have been careful to protect their brands by avoiding the inappropriate juxtaposition of ads with certain competitors, and with inappropriate or objectionable content. This necessity carried over into digital display advertising almost two decades ago as advertisers required publishers and ad networks to implement brand safety tactics. Traditionally, these ranged from manual reviews and blacklists of objectionable sites (adult content, gambling, etc.), to avoiding content as innocuous as “bad” news, such as car accidents, crime, and certain politics.

The evolution of digital media buying in recent years has seen a huge percentage of transactions move to programmatic buying platforms. In fact, programmatic buying is expected to represent 55% of total display media spend in 2015, up from 45% in 2014. This mass buying and selling of online inventory via real-time-bidding has resulted in a much greater lack of inventory transparency making brand safety assurance an even harder job.

In addition to the brand safety issues facing advertisers, supply-side platforms (SSPs) and demand-side platforms (DSPs) are experiencing another side of that coin. From the supply and distribution side, media aggregators and ad technology providers are concerned with guarding their reputations (and revenue!) by not inadvertently trading fraudulent impressions or inappropriate content. It's also a key challenge to ensure that advertisers seeking to purchase media from their platforms are not presenting fraudulent, illegal, or inappropriate products and services.

zvelo is committed to providing the best-in-class content and contextual categorization, as well as malicious code and botnet detection. Utilizing a combination of artificial intelligence, machine learning, and human oversight, we serve both the supply and demand sides of the ad tech ecosystem, ensuring that both advertisers and their suppliers deliver brand-safe experiences.

Our solution categorizes 99.9% of the active web into nearly 500 categories and 200+ languages, including multiple categories for brand safety, with zero latency and millisecond lookup times supporting billions of queries per day.

One SSP, who processes over 10 billion ad requests per day, utilized a manual inventory validation process to pre-screen publisher inventory prior to inclusion in their platform. This manual process focused on ensuring brand-safe inventory was unmanageable and prone to human error. They approached zvelo, seeking a fast, automated screening solution for both existing publisher inventory and new publisher approval.

This SSP evaluated zvelo, with an emphasis on speed and categorization of content across a wide range of supplier sites. Running billions of queries over three days, they found with zvelo technology, they were able to significantly increase the speed and accuracy at which they classified publishers. The SSP also noted zvelo technology was able to readily handle spikes in traffic volume. This led to a great improvement in managing brand safety for their clients, while maximizing resources and improving workflow.

Further down the supply chain, a leading retargeting DSP who supports thousands of advertisers, was using a manual process to validate potential advertiser domains. Since many of these advertisers are generated through channel partners, there was an inherent lack of visibility into their quality. In addition to providing brand safety to advertisers, another aspect of a DSP's business is to ensure their advertisers are neither objectionable nor fraudulent. Selling inventory to these types of advertisers poses a threat to the quality and delivery of the DSP's services and can jeopardize relationships with media suppliers and harm the campaigns of their valued clients.

In addition to ensuring that an advertiser met the correct criteria for inclusion in their retargeting platform the DSP also sought to classify each advertiser to determine what inventory categories best suited their campaigns. This required the granularity provided by zvelo for accurately categorizing domains along with custom category mapping to the DSP's specific content categories and multi-language support for their global operation.

Within one week of testing the zvelo solution, the DSP saw an increase in both efficiency and quality of their advertiser evaluation and onboarding processes, allowing them to repurpose valuable resources to higher value tasks.

To learn more about how our game changing technology can help in your battle for brand safety, please visit our website or give us a call.

[www.zvelo.com](http://www.zvelo.com)

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