



Brand Safety



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Our Promise

Brand safety is an extremely important aspect of the intricate media landscape, and at AdDaptive Intelligence we take this very seriously and strive to find the perfect environment to empower our clients to reach a desired audience.

We at AdDaptive commit to all of our clients and brands, and our digital community as a whole, to monitor brand safety threats stringently and take immediate and urgent action in the case of any concerns or questions brought to our attention. We appreciate the opportunity for our role in this ongoing process to provide a healthy ecosystem and look forward to working together to build a relationship and dialogue around how to reach an audience in a manner that befits the strong and proud brands of our clients.

Partnerships

- AppNexus
- Integral Ad Science (IAS)
- Double Verify
- Peer39
- MOAT

Partners' Protection Efforts

- Media Rating Council Accreditation
- Human Expertise: Data Scientists, Auditors...
- Page Level Brand Risk Analysis
- Link & URL Level Brand Risk Analysis
- Pre-Bid Media Evaluation
- Contextual Relevance Monitoring

Internal Defense

- Company Wide Premium Inventory Standard
- Company Wide Exclusion List
- Inclusion List Implementation
- Vertical Specific Industry Knowledge
- Experienced Brand Safety Account Managers

STILL HAVE QUESTIONS?

WE'RE HAPPY TO HELP.

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