

Integral Ad Science and Adobe

Pre-bid media quality targeting



Integral Ad Science's Bid Expert maximizes the potential of Adobe inventory with several pre-bid targeting segments. Integral's media quality intelligence has been seamlessly integrated within Adobe Media Optimizer—Adobe's programmatic ad buying, management, and optimization platform—giving clients the ability to bid with confidence with the check of a box.

- Prevent problems before they happen.
- Reduce waste and make good conversations around media quality.
- Improve the performance of your advertising.



Brand safety

Prevent risky content from harming brand image. Choose custom risk thresholds for any of the following segments:

- Adult content
- Alcohol and tobacco
- Hate speech
- Illegal downloads
- Illegal drugs
- Offensive language
- Violence

Choose to exclude pages rated high risk, moderate risk, or both, per segment.



Ad fraud

Eliminate bidding on fraudulent impressions that never had the opportunity to be viewed by humans. Whether due to illegal bot traffic, pixel stuffing, or ad stacking, ad fraud is detected by leveraging big data and side-channel analysis.

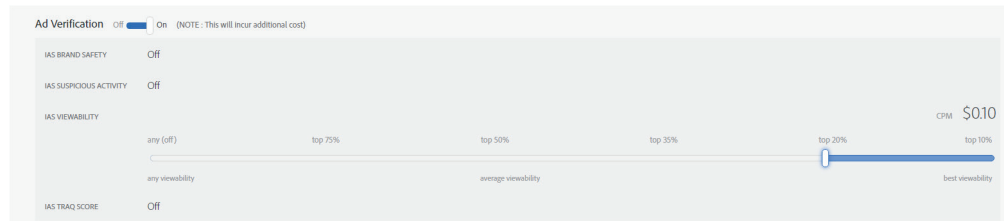
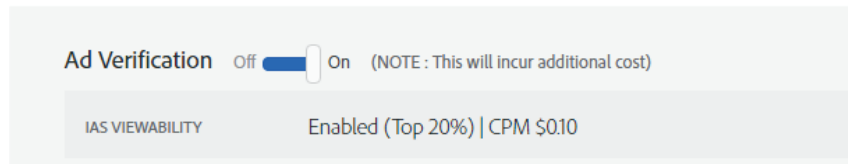


Viewability

Use predictive technology to improve campaign viewability. MRC accreditations for both page geometry and browser optimization measurement methodologies give Integral maximum coverage of the commercial web.

For display segments, apply this coverage to target based on likelihood of ads being in view for the longest time:

- Top 10% of impressions most likely to be viewed for the longest time
- Top 20% of impressions most likely to be viewed for the longest time
- Top 35% of impressions most likely to be viewed for the longest time
- Top 50% of impressions most likely to be viewed for the longest time
- Top 75% of impressions most likely to be viewed for the longest time



Within the Adobe Media Optimizer UI, select viewability segments for pre-bid media quality targeting decision-making.



TRAQ (TRue Advertising Quality) score

TRAQ combines critical variables—ad fraud, viewability, brand safety, ad clutter, and professionalism—to offer the most comprehensive and holistic appraisal of media quality. Target pages based on scores ranging from 250 to 1,000, with 1,000 being the highest, and scores above 500 indicating acceptable media.

Reporting

Receive granular reporting within the Integral platform via email or in real time. Utilize the results of targeting with IAS pre-bid data to identify trends and further optimize campaign performance.

Contact us

Contact your Adobe account manager with questions, or reach out to a dedicated Integral rep at adobe@integralads.com.

About Integral Ad Science

Integral Ad Science is the leading provider of actionable advertising intelligence data for buyers and sellers of digital media. Since launching the industry's first preventative brand safety solution in 2009, Integral has evolved into a global media valuation platform that is the industry's standard for rating media quality. Integral's technology drives improved visibility, efficiency, and ROI for all players across the digital media landscape.



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