

Adobe Enhances DSP with Holistic Ad Quality



Adobe Advertising Cloud

Challenge

Advertising Cloud’s strategic initiative to be a premium advertising resource that keeps Internet users safe from malware and offensive creative drove proactive prevention of fraudulent and misleading ads related to the COVID-19 pandemic. Advertising Cloud also sought to improve client performance by remediating technical hurdles, malicious code outbreaks, and challenges with delicate subject matter in creative.

Solution

The Media Trust’s Holistic Ad Quality solution provides Advertising Cloud a robust set of tools to ensure exceptional ad quality. Through continuous creative-scanning, Advertising Cloud has been able to minimize the impact of numerous malvertising outbreaks that have wreaked havoc on other platforms, publishers, and ultimately consumers. In March 2021, Advertising Cloud’s operations were nearly untouched by a large-scale breakout of mobile-device-targeting malware Ghostcat-3PC thanks to continuous, client-side scanning.



Company Bio

Adobe Advertising Cloud (Advertising Cloud) is one of the largest demand-side platforms (DSP) in the digital advertising space, offering top-tier advertisers a gateway to premium inventory on desktop, mobile, connected TV, and other environments. To ensure consumers receive superior and safe ad experiences, Advertising Cloud leverages The Media Trust to identify malicious advertising, technical issues in creative, and potentially offensive ad content.

Overview

INDUSTRY: AdTech, Demand Side Platform (DSP)

END USER: Platform Partnerships, Business Development

CHALLENGE: Ensuring superior ad quality and protecting consumers

SOLUTION: Holistic Ad Quality (Malware, Scanning, Ad Categorization)

RESULTS

- 50% reduction year over year in technical and policy errors in creatives
- Alerted clients to unidentified malicious code on landing pages
- Built flexible creative policies to shield consumers from offensive ads while also offering remediation for advertisers

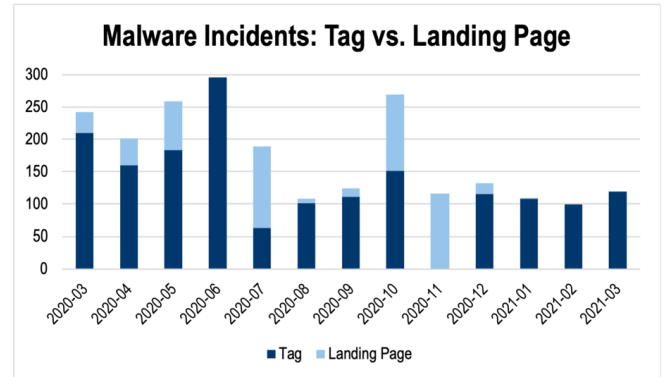


While clickthrough and landing-page URL analysis stopped bad actors, it also enabled Advertising Cloud to alert clients when vulnerabilities or malware was appearing on their properties. Working with The Media Trust, Advertising Cloud was able to determine why mysterious redirects kept appearing on a regional advertiser's landing page: an outdated user-sync URL had been hijacked by a malicious actor.

Using The Media Trust's Ad Categorization tool, Advertising Cloud can now identify and isolate creative in more than 30 sensitive categories, including Adult Content, Provocative (i.e., sexually suggestive), Weapons, Coronavirus and more. Ads are assessed by AI-powered object and text analysis, but category violations are always confirmed by human analysts at The Media Trust before Advertising Cloud is even alerted; ads can then be reassessed or remediated with advertisers within the platform.

By examining flagged creatives, Advertising Cloud builds policies around potentially objectionable ad content that is submitted. Risk tolerance thresholds are easily adjustable, which was critical during the height of the pandemic when price gouging and misinformation plagued the advertising ecosystem.

"The unparalleled support we continue to receive from The Media Trust drives a healthier relationship with partners and publishers, and ultimately offers consumers safer Internet experiences," said RJ Payomo, Inventory Ad Manager, Adobe Advertising Cloud.



Results

While Advertising Cloud's media buyers are assured a healthy supply of premium inventory, the DSP has also proved it is looking out for clients' best interests by alerting them to issues with malicious code on landing pages, identifying technical errors that mar performance, and guiding them in better meeting downstream partner creative preferences. But more important, Advertising Cloud proved it can meet granular acceptable creative policies from downstream partners and has a vaunted interest in consumer well-being.

IT'S A MATTER OF *TRUST*

The Media Trust protects the free and open web. Established in 2005, the company is the leading provider of digital trust and safety solutions for media, adtech, commerce media, e-commerce, and enterprise brands. The Media Trust leverages a globe-spanning infrastructure of devices and emulators recreating actual consumer experiences to identify and remediate security, content, quality, privacy, and regulatory violations on websites, mobile apps, connected TV, and other mediums. More than 600 media publishers, adtech providers (SSPs, DSPs, ad exchanges), agencies, retailers, and enterprise brands rely on The Media Trust's solutions to protect consumers from digital dangers, deliver high-quality experiences, and optimize business outcomes.

To learn more, [visit mediatrust.com](https://www.mediatrust.com).