

Liftoff Leverages Ad Categorization to Optimize In-App Ads

Challenge

For mobile app developers, user churn is a constant concern. Advertising can be a fantastic revenue stream, but consumers often jump to alternative apps if they dislike the UX—and that includes the ad experience.

To keep access to high quality supply open, ad platforms like Liftoff need to ensure video and display ad content is appropriate (and relevant) for their downstream app partners.

However, scrutinizing millions of creatives fast and at scale requires a partner with:

- Long-running AI expertise
- A categorization taxonomy trusted across the digital advertising ecosystem
- A robust policy engine for finding granular violations
- Expansive infrastructure to support creative ingestion en masse

Solution

Liftoff mobile leverages The Media Trust's **Ad Categorization** solution to identify ads with potentially problematic content.

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WHO IS LIFTOFF?

Liftoff helps mobile businesses maximize their revenue. It provides machine learning-powered marketing, monetization, and creative solutions that create better ad experiences and connect people with the products they love.

For more information, visit www.liftoff.io.

Curating Ad Experiences

Potentially problematic ad content could be sensitive material like nudity, adult products/entertainment, or sexually suggestive ads, or highly regulated verticals, like tobacco, gambling, and even pharmaceuticals. Ad Categorization's AI-human hybrid system enables 99% accuracy in content identification with quick turnarounds that meet the fast pace of digital advertising.

Furthermore, identifying and labeling ad content enables Liftoff to better curate the ad experience. This reduces ad tech costs, improves efficiencies, and strengthens relationships with app partners. In particular, The Media Trust's video ad categorization capabilities have helped Liftoff optimize revenue in an increasingly lucrative channel.

HOW IT WORKS



Ad platform submits creatives in bulk (e.g., via API)



TMT uses AI to identify sensitive/regulated ad content and categorize based on standard taxonomies (e.g., IAB Content Taxonomy)



TMT uses human eyes to verify findings as well as confidence levers



IT'S A MATTER OF TRUST

Established in 2005, The Media Trust is the leading provider of Digital Trust and Safety solutions for publishers, apps, adtech, commerce media, and more.

This includes:

- malware/malvertising prevention
- offensive ad content identification
- creative QA automation
- ad categorization
- privacy and regulatory compliance
- and more

More than 600 publishers, adtech platforms (SSPs, DSPs, ad exchanges), mobile apps, and retailers 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.

“High quality ad experiences are key to user retention and satisfaction. The Media Trust's Ad Categorization helps us efficiently classify ad content at scale, protecting the user experience and driving better outcomes for advertisers and publishers.”



Jackie Cooper, Director,
Revenue Platforms, Liftoff

