



Dedicated to Quality Inventory

Addressing the industry-wide challenges of fraud and delivering access to quality inventory requires constant vigilance. We've dedicated internal teams to the fight and developed technologies to effectively identify and prevent fraudulent impressions from ever being seen by clients, and are now backing our methods with a 100% fraud-free guarantee so advertisers have confidence their ad spends are reaching real people.

..... **How we do it**

Our fraud protection starts before inventory enters the bidding pool and extends beyond post-serve to minimize fraud exposure. With an ongoing approach of identifying and filtering fraud at every phase of the inventory buying and selling process, we're constantly learning more about fraudulent actors and applying those learnings to develop even better protections.



Supply Verification

Dedicated teams and rigorous auditing processes



Proprietary Technology

TalonPro, Verizon Media's traffic protection solution for blocking fraud



3rd Party Partnerships

Added protection from our partners

..... **Our Guarantee**

Verizon Media has decades of experience combating advertising fraud for our customers. Now, we're backing that dedication and experience with a comprehensive guarantee and will refund the cost of fraudulent impressions where applicable.



On average, Verizon Media identifies 20-40% of traffic across its ad platforms as fraudulent, and blocks this upfront.

Our invalid traffic rates post-bid remain below 3% consistently.

Technology + Industry Partnerships = Comprehensive Protection

Verizon Media has invested significantly in technology, world-class partnerships and processes to reduce the risk of ad fraud.

Supply Verification

- **Supply Onboarding:** Our publisher teams thoroughly vet and authenticate all inventory sources to ensure all content meets our quality standards and all placements are accurately represented.
- **Regular Monitoring:** Real humans, aided by proprietary Verizon Media technologies, regularly audit existing inventory sources to ensure quality standards are maintained after onboarding.
- **Whitelists/Blacklists:** We partner with industry leaders to develop and maintain comprehensive blacklists and whitelists to proactively block bad actors or identify proven safe sources of inventory.

Pre-Bid Filtering

- **Proprietary Technology:** Our engineers have developed comprehensive systems that combine best-of-breed approaches to combatting fraud including real time impressions scoring to monitor behavioral aspects of traffic and client side forensics to identify domain spoofing and other nefarious attempts at misrepresenting inventory.
- **Third Party Protection:** We also work with White Ops and MOAT on our video and mobile exchanges to identify potential fraudulent impressions before they're seen.

Post-Impression Analysis

- **Proprietary Technology:** Verizon Media's Internal systems monitor for suspicious traffic patterns post-impession to feed our supply verification and pre-bid filtering efforts.
- **Third Party Verification:** Our commitment to third-party measurement allows us to cross check our internal fraud reports with our key partners, including MOAT and White Ops to ensure brand safety at every level.

Commitment to adopting industry standards

Supply Transparency: Ads.txt & TAG

In addition, Verizon Media is committed to further eliminating fraud, including enforcing Ads.txt; passing accurate signals for inventory attributes like viewability, ad sizes, geo and TAG certifications on all of our key platforms. Our continued vigilance on fraud ensures only quality inventory remains available for our media buyers.

The Verizon Media Approach

TalonPro, Verizon Media's in-house traffic protection solution is compliant with MRC invalid traffic (IVT) filtration and detection guidelines and uses a combination of techniques to minimize fraud. Benchmark tests between Verizon Media's technology and 3rd party partners have shown less than 3% discrepancies, on average.

For more information, please contact your partner manager.