

Connect With DoubleVerify

Mediaocean has partnered with DoubleVerify to provide users with trusted viewability delivery data, helping you pay only for viewed impressions. DoubleVerify is the recognized market innovator with the technology to accurately authenticate the quality of digital media and drive ad performance for the world's largest brands.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

AD VIEWABILITY

- Globally accredited (MRC and ABC) and can be used as billable impression counts.
- Display and video: benchmarks, creative analysis, trends, time in view and more actionable data.
- Removal of fraudulent impressions from viewability, providing an authentic viewable impression.

FRAUD PROTECTION

- DV identifies and eliminates more fraudulent practices than any other company in market.
- Dedicated Fraud Lab for site and non-human traffic (bot) fraud protection.
- Deterministic approach.

BRAND SAFETY

- DV brand-relevant content settings for pre-bid targeting and post buy decisioning.
- Over 75 discrete content avoidance categories.
- Protection from objectionable and off-brand content, including copyright infringement & pirated content.

WHAT PLATFORM IS DOUBLEVERIFY AVAILABLE ON?

DoubleVerify is available globally through the Prisma platform.

WHAT ARE THE BENEFITS OF UTILIZING DOUBLEVERIFY THROUGH PRISMA?

For Mediaocean clients, the benefits include being able to see the DoubleVerify MRC-accredited viewable CPM data inside Prisma, without the need to access DoubleVerify separately. Users can then use the DoubleVerify viewability metrics to reconcile against an ad server's reported delivery, and pay vendors accordingly based on viewable impressions.

HOW DO I GET STARTED?

If you are already a DoubleVerify subscriber, or would like to learn more about the integration, please contact your Mediaocean Account Manager.

