

# Connect with Integral Ad Science

Mediaocean has partnered with Integral to provide users with trusted viewability delivery data, helping you pay only for viewed impressions. Integral Ad Science is the market leader in ensuring safe, quality media environments, enabling online media buyers and sellers globally to assess the value of every ad opportunity across channels and screens, and make informed decisions that maximize ROI.

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.

## VIEWABILITY

- ▶ Discrepancy-free measurement across display, video, and mobile allows you to see the same numbers as your media partners.
- ▶ Comprehensive MRC- and ABC UK accreditations for trusted use for billing.
- ▶ Browser Optimization and Geometric methods provide comprehensive measurement.

## FRAUD DETECTION & PREVENTION

- ▶ Included in viewability measurement, so "in-view" includes "to a human".
- ▶ Dedicated fraud lab and data science team making sure models are up to date and best in class.
- ▶ Big data models and session-based signals allow for macro and micro-level analysis.

## BRAND SAFETY

- ▶ Protect your brand story from showing up in environments where it shouldn't.
- ▶ 7 core content categories available to target away from, at various risk thresholds.
- ▶ Custom keyword URL-level blocking available.

## WHAT PLATFORM IS INTEGRAL AVAILABLE ON?

Integral is available globally through the Prisma platform.

## WHAT ARE THE BENEFITS OF UTILIZING INTEGRAL THROUGH PRISMA?

For Mediaocean clients, the benefits include being able to see the Integral MRC-accredited viewable CPM data inside Prisma, without the need to access Integral separately. Users can then use the Integral 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 an Integral customer, or would like to learn more about the integration, please contact your Mediaocean Account Manager.

