eyeview

VERIFICATION SUITE

Eyeview believes that high-quality media inventory is critical to delivering business results.

We actively prevent your video ads from being served in unsavory environments by leveraging real-time, pre-bid technology from industry-leading partners to only bid on impressions once they've been identified as safe and relevant. This proactive approach allows us to combat the issues before they can arise and negatively impact your campaign or your brand.

By working with Eyeview, you're guaranteed a best-in-class video solution that eliminates fraud, fosters brand-safe environments and delivers greater viewability – combined with a laser-focus on driving outcomes.

Our comprehensive suite of fraud, brand safety and viewability tools provide you with the peace of mind that your brand is fully protected across desktop, mobile web and mobile app.

FRAUD-FREE GUARANTEE

BRAND SAFETY PROTECTION

SUPERIOR VIEWABILITY

FRAUD-FREE GUARANTEE

Eyeview guarantees every campaign to be at least 99% fraud-free, bottom line. With fraudsters and sophisticated invalid traffic (SIVT) on the rise, it's more crucial than ever to be prepared and get ahead of potential issues. Before we bid on an ad impression, pages with malicious activities are always blocked, including:

- ► fraud
- ► bots
- ► spiders
- ► malware
- ► non-human traffic
- ► and more

Eyeview is one of a select group of companies to be Certified Against Fraud by the Trustworthy Accountability Group (TAG) as a sign of our unwavering commitment to combatting fraudulent, non-human traffic in the digital advertising supply chain.

tag
CERTIFIED AGAINST FRAUD

TAG (an independent organization created by the IAB, 4As and ANA) is solely focused on eliminating fraud, combating malware, fighting ad-supported piracy and promoting brand safety through greater transparency.

BRAND SAFETY PROTECTION

Eyeview provides you with the assurance that your campaign is being activated solely in contextually relevant and brand-safe environments, delivering the highest quality video across devices. We never bid on ad impressions that live near harmful content – saving you from wasting precious media spend.

By default, all high-severity categories are always blocked pre-bid, including:

- adult content
- drugs & alcohol
- graphic violence & weapons
- hate speech & profanity
- illegal activities
- and more

We can also create custom category block lists for additional levels of protection. Eyeview built and maintains a massive blacklist of 255,000 unsafe sites and counting. On top of that, we can implement any other site blacklist that you wish.

SUPERIOR VIEWABILITY
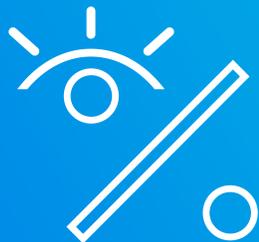
Eyeview believes that advertisers should have complete transparency into how often and how much of their ads are being seen, as well as that highly viewable inventory is a key factor in delivering the greatest return on video investment.

We adhere to the Media Rating Council (MRC) guidelines for video viewability (50% of pixels in view for a minimum of two continuous seconds). Eyeview is able to deliver a campaign fully within verified viewable inventory, upon request. As a member of the IAB's Open Video Viewability group, we have a shared vision to create a single video viewability measurement standard across the industry.

COMPREHENSIVE COVERAGE

Eyeview works with the best in the business to protect your advertising investment. All campaigns are activated, monitored and reported on via direct API integration with MRC-accredited third-party partners. Our partners provide expertise across the entire campaign lifecycle, from pre-bid prevention through targeting and measurement.

eyeview Verification Suite

Industry-leading, MRC-accredited partners