

Keynote Presentation | [Ad Verification] The Evolution of Ad Verification to Drive Greater Transparency, Accountability, and Effectiveness



MEGAN REICHELT

Country Manager, SEA, Hong Kong & Thailand
Integral Ad Science

JAKARTA

◆ 22 JUNE ◆ #THEMARTECHSUMMIT

**THE MARTECH
SUMMIT**







2009

The App Store
Launched



BEYOND STANDARD BRAND SAFETY

INCLUSION/
EXCLUSION

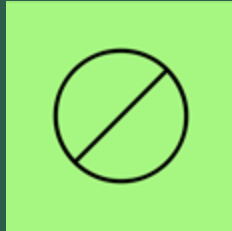


BEYOND STANDARD BRAND SAFETY

INCLUSION/
EXCLUSION



BLOCKING

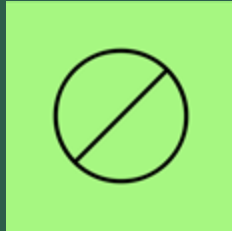


BEYOND STANDARD BRAND SAFETY

INCLUSION/
EXCLUSION



BLOCKING



SUITABILITY

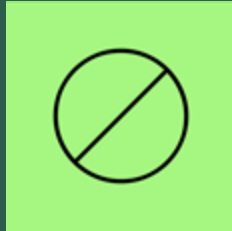


BEYOND STANDARD BRAND SAFETY

INCLUSION/
EXCLUSION



BLOCKING



SUITABILITY



SENTIMENT &
EMOTION



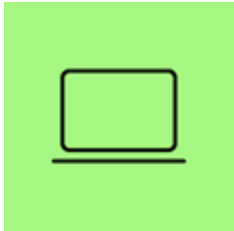
2011

Revolution of
News



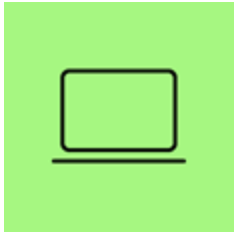
THE FUTURE OF FRAUD

DESKTOP



THE FUTURE OF FRAUD

DESKTOP

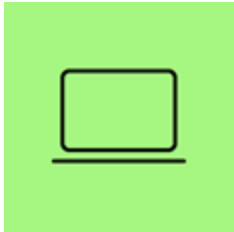


MOBILE

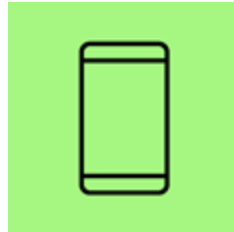


THE FUTURE OF FRAUD

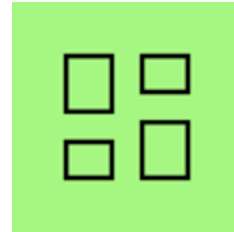
DESKTOP



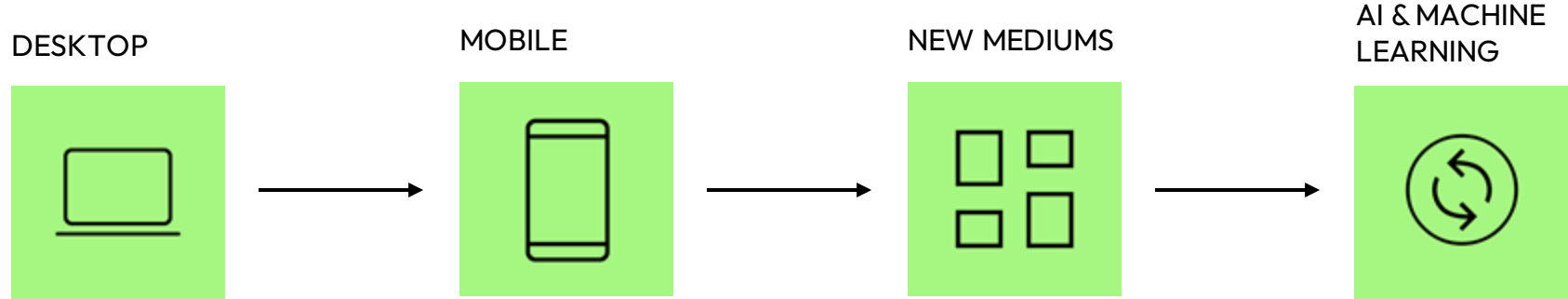
MOBILE



NEW MEDIUMS



THE FUTURE OF FRAUD



2014

#love

IAS 

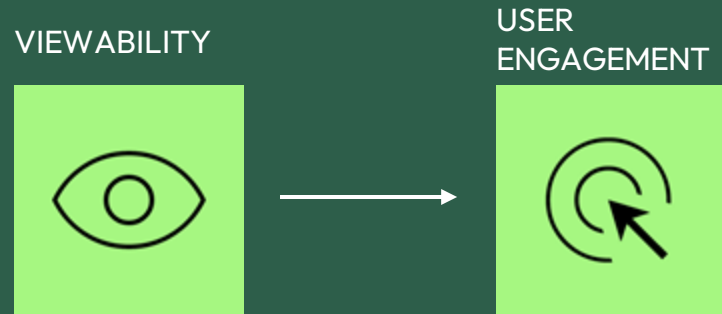


THE ROAD TO ATTENTION

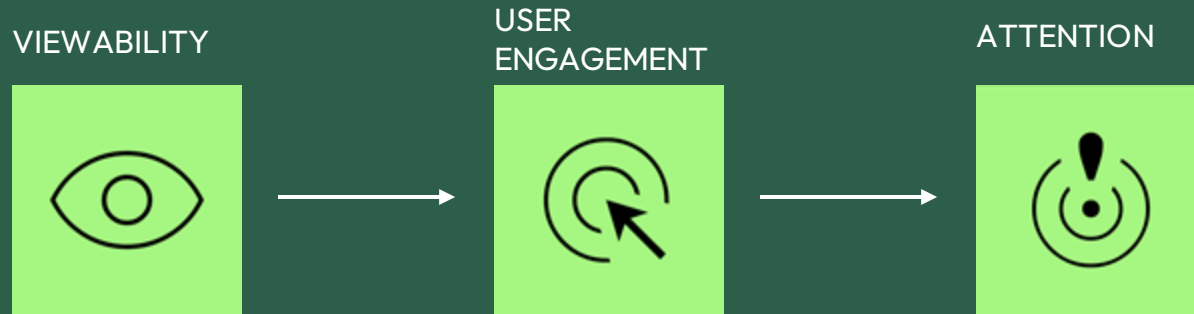
VIEWABILITY



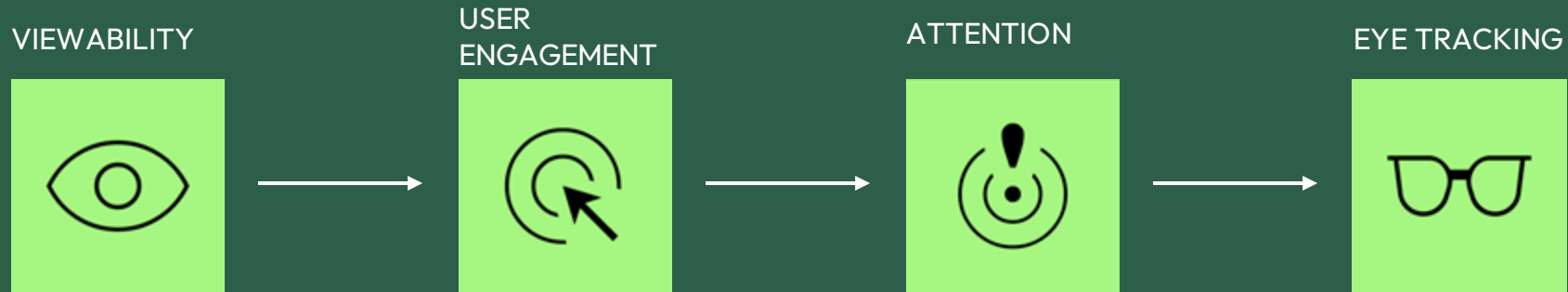
THE ROAD TO ATTENTION



THE ROAD TO ATTENTION



THE ROAD TO ATTENTION



2016

#AD

IAS



BLOCKING TO EFFICIENCY

MONITORING

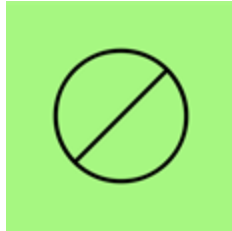


BLOCKING TO EFFICIENCY

MONITORING



BLOCKING

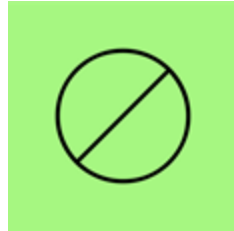


BLOCKING TO EFFICIENCY

MONITORING



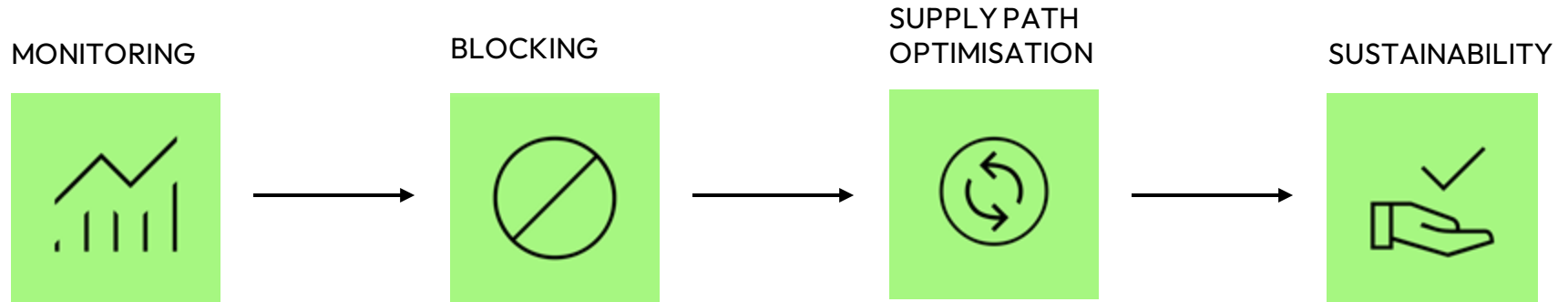
BLOCKING



SUPPLY PATH
OPTIMISATION



BLOCKING TO EFFICIENCY





2023

Trends

2023 TRENDS

ATTENTION



2023 TRENDS

ATTENTION



BRAND
SUITABILITY



2023 TRENDS

ATTENTION



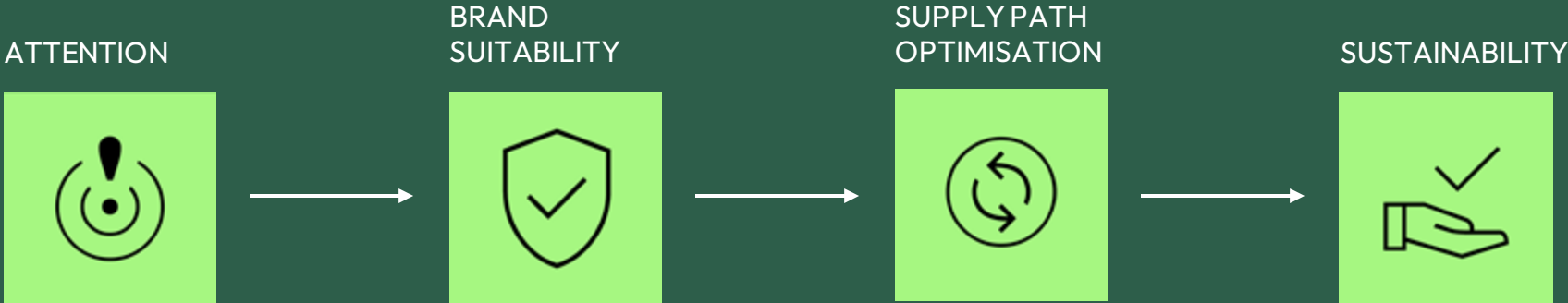
BRAND
SUITABILITY



SUPPLY PATH
OPTIMISATION



2023 TRENDS



WHAT NOW?

01

AD VERIFICATION
MEASUREMENT

02

DRIVE GREATER EFFICIENCY &
EFFECTIVENESS

03

INNOVATION & FUTURE
PROOFING

WHAT NOW?

01

AD VERIFICATION MEASUREMENT

- Viewability
- Brand Safety
- Ad Fraud

02

DRIVE GREATER EFFICIENCY & EFFECTIVENESS

03

INNOVATION & FUTURE PROOFING

WHAT NOW?

01

AD VERIFICATION
MEASUREMENT

02

DRIVE GREATER EFFICIENCY &
EFFECTIVENESS

- Brand Suitability
 - Supply Path Optimization
-

03

INNOVATION & FUTURE
PROOFING

WHAT NOW?

01

AD VERIFICATION
MEASUREMENT

02

DRIVE GREATER EFFICIENCY &
EFFECTIVENESS

03

INNOVATION & FUTURE
PROOFING

- Attention
- Sustainability

THANK YOU

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