



DoubleVerify Is the Leading Independent Provider of Global Marketing Measurement Software, Data and Analytics

Established in 2008, DoubleVerify (DV) authenticates media quality and powers performance for the world's largest media companies, brands, platforms and publishers – providing pre- and post-bid solutions across platforms, channels and formats, for visibility, fraud and brand safety.

Brand Safety and Suitability

Standard and Custom Solutions Designed to Protect Brand Equity and Reputation



- Aligned with APB and GARM standards
- 90+ content avoidance settings
- Custom category for unique brand coverage
- Mobile app age and user rating controls
- MRC-accredited in-app solution
- Authentic Brand Suitability targeting syncs pre-and post-bid settings across all programmatic buying platforms

Viewability

Multiple Industry Standards Supported, and Enhanced User Engagement Metrics



- Cross-platform, cross-device and cross-browser measurement
- One of only two MRC-accredited solutions for in app viewability
- Combines OM SDK and certified MRAID technology
- Supports custom measurement based on a brand's needs

Fraud & SIVT

Eliminate Waste and Drive Campaign Performance and Effectiveness



- Protects against all types of fraud – from site fraud to bot fraud to app fraud
- Deterministic methodology results in greater accuracy and broader protection
- MRC accredited across all devices – including mobile in-app
- DV Fraud Lab continuously identifies new fraud schemes

Powering a New Standard of Measurement

DV offers a unified, proprietary metric for quality and effectiveness – the **DV Authentic Ad™**. To be counted as Authentic, an ad must be fully viewed, by a real person, in the correct geo, in a brand suitable environment.

- MRC-accredited
- De-duped across impressions
- Used by many brands as their defining, holistic KPI for campaign effectiveness



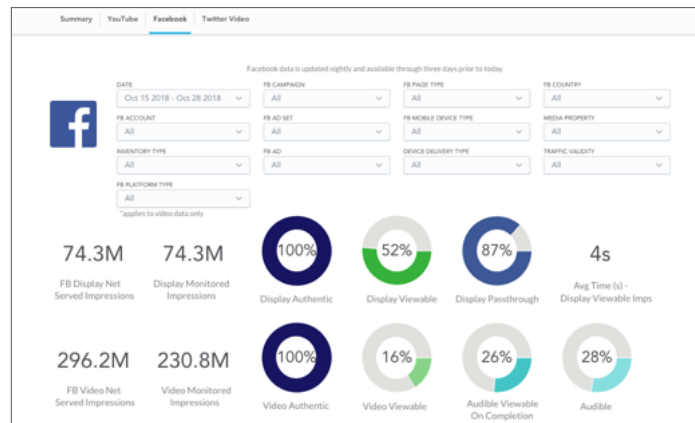
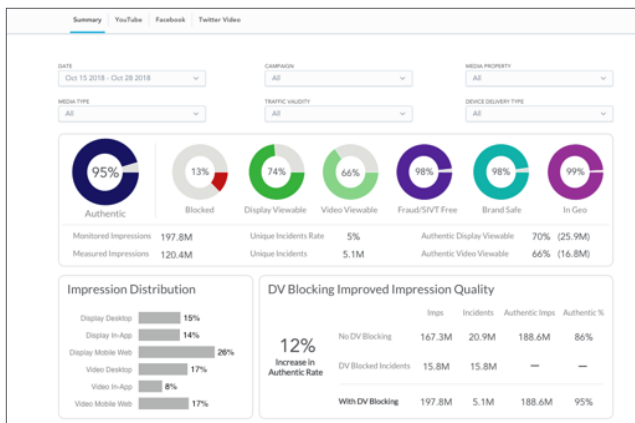
Driving Campaign Performance

DV Performance Solutions are privacy-friendly, as they don't rely on third-party cookies, and enable brands to target, measure and optimize their campaigns.

- **DV Authentic Attention™** provides fast, actionable ad engagement and exposure insights to improve campaign planning, forecasting and optimization.
- **DV Custom Contextual** improves targeting accuracy and contextual relevance throughout the consumer journey.

Turning Insight into Action: DV Pinnacle® – Centralized Set up and Optimization

DV Pinnacle® is the industry's first unified reporting and service platform, providing clients with hundreds of data points, powering meaningful insights to maximize digital investment.



Seamlessly Integrated Across Every Platform

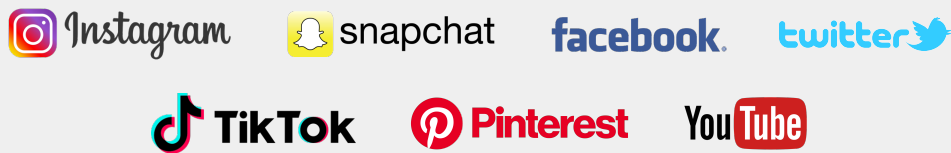
Demand-Side Platforms



Ad Platform and Exchanges



Social Platforms



LET'S CONNECT

Contact Sales@DoubleVerify.com or Visit Us at DoubleVerify.com