

The highest quality digital ads:

# Our **3-point** promise to marketers

With real people at the center of our data and a full-service team dedicated to your business, we deliver unparalleled ad quality.

**CONVERSANT**   
conversantmedia.com



## **1** Dedicated **Brand Safety**

Sites and apps are personally reviewed by our Traffic Quality team, and page-level content is checked twice—at bid time and delivery—by our layered technologies.

**600K+ sites & apps** manually reviewed

**2.1B bid requests** blocked daily

**0 tolerance** for ad fraud violations

## **2** Above-benchmark **Viewability**

We optimize viewability, eliminating sites and apps that don't meet our strict standards.

**50%+ viewability**, exceeding H2.16 IAS programmatic benchmarks

## **3** Bot-busting **Delivery to Humans**

We only deliver to consumer IDs we recognize, based on our deterministic matches that use anonymized, highly accurate transactional data.

**99%+ Human Guarantee** ensures <1% fraudulent traffic, as verified by IAS

**96% verified** cross-device matching accuracy

## **That's why we guarantee all 3.**

Why? Because each one is vital to reaching your most important KPIs, like sales lift and conversion rate.

If a Conversant impression doesn't meet your expectations for brand safety, viewability or delivery to humans, you'll get 4x the impressions back.

**Learn more & get started:**  
**[conversantmedia.com/quality](https://conversantmedia.com/quality)**

Limited time only; limitations and exclusions apply.

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