



IAB EUROPE INTERACT

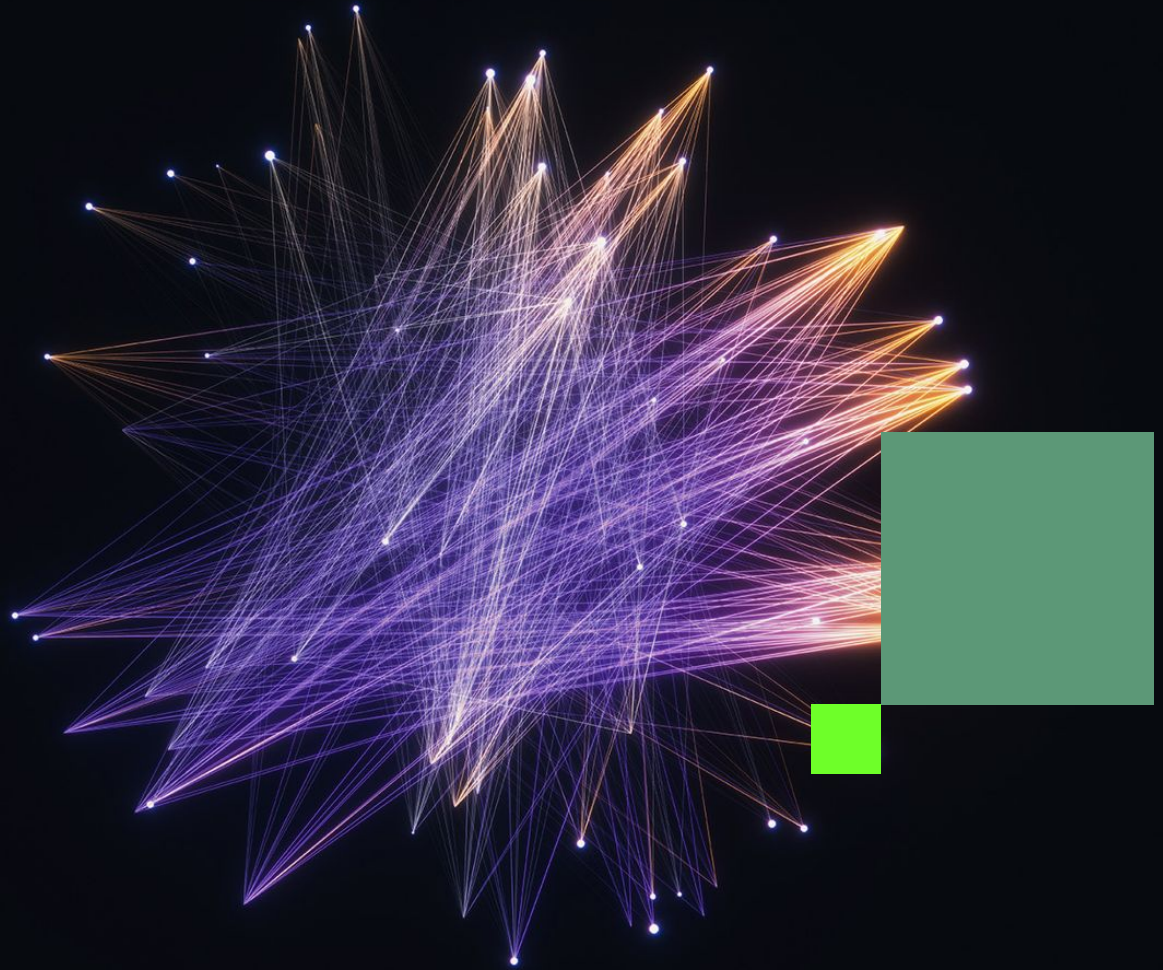
IN A LANDSCAPE OF  
UNCERTAINTY: HOW CAN  
MARKETERS LEVERAGE  
DIGITAL ADVERTISING  
TO DELIVER SUPERIOR  
RESULTS?





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Director, Business Development

DIGITAL MEDIA IS  
INCREASINGLY  
COMPLEX,  
CHALLENGING  
MARKETERS'  
ABILITY TO KNOW  
WHAT'S WORKING  
AND LEAVING  
BRANDS AT RISK.



# CONSTANT CHALLENGES WE ALL HAVE TO FACE



## CLIMATE CHANGE

# CONSTANT CHALLENGES WE ALL HAVE TO FACE



PANDEMIC

# CONSTANT CHALLENGES WE ALL HAVE TO FACE



## MACRO- ECONOMIC CHANGES

# CONSTANT CHALLENGES WE ALL HAVE TO FACE



## GEO- POLITICAL CONFLICTS

# CONSTANT CHALLENGES WE ALL HAVE TO FACE



MISIN-  
FORMATION



# CHALLENGES CHANGE CONSUMER BEHAVIOR & EXPECTATIONS

## SUSTAINABILITY

94%

of consumers believe that brands should play a role in advocating for environmental causes

## RESPONSIBLE JOURNALISM

57%

of consumers prefer to see advertising on safe, reputable sites or alongside relevant content

## MISINFORMATION / FAKE NEWS


80%

of respondents feel less favourable toward a brand that advertises near inappropriate content

## DIVERSITY & INCLUSION

84%

of consumers think brands should make a concerted effort to place ads around content that promotes diversity



How can advertisers navigate these obstacles in their campaigns to protect brand equity and integrity, drive ROI and scale towards superior results?



THE SOLUTION  
ISN'T MORE DATA,  
IT'S MORE  
ACTIONABLE  
DATA.

A hand is shown pointing towards a blurred digital screen displaying data lines. The background is dark with blue and orange light streaks. In the top right corner, there are two overlapping squares: a larger teal one and a smaller bright green one.

ACTIVATE  
TOOLS THAT ARE  
AVAILABLE NOW

# TOTAL MEDIA QUALITY MEASUREMENT

IAS's next-generation measurement product suite provides granular, industry-aligned insights



## BRAND SAFETY & SUITABILITY

Confidently scale your  
media buys



## VIEWABILITY

Validate your campaign  
performance



## INVALID TRAFFIC

Ensure you're reaching real  
users

# TOTAL MEDIA QUALITY ACROSS PLATFORMS

## VIEWABILITY, INVALID TRAFFIC, BRAND SAFETY & SUITABILITY MEASUREMENT

### APPLES-TO-APPLES VIEW

Compare performance across platforms with consistent metrics and methodology, enabling you to maximize performance across the ecosystem

### INDUSTRY ALIGNMENT

Gain valuable insights with brand safety and suitability reporting aligned to the GARM Framework for actionable insights

### BEST-IN-CLASS TECHNOLOGY

Powered by advanced machine learning, Total Media Quality uses 100% AI to provide the most accurate measurement for the feed, at scale

### SUITABILITY PROFILE

Access custom brand suitability metrics and graphs tailored to your brand that allow you to take action more effectively

# MULTIMEDIA TECH HELPS YOU CONFIDENTLY SCALE

Our machine learning technology analyzes thousands of signals per video



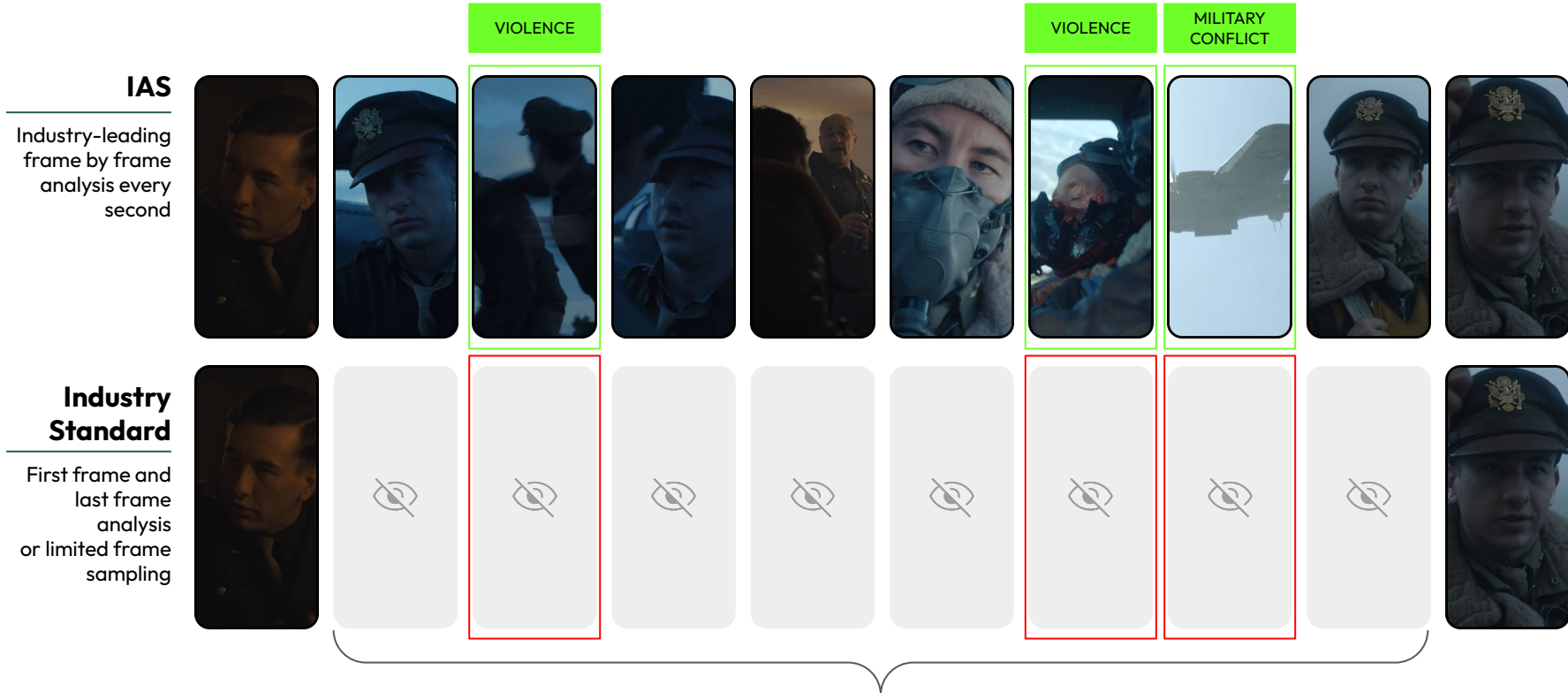
IMAGE

AUDIO

TEXT

*Example for illustrative purposes. Methodology varies by platform due to multiple factors, including by what signals are available, and how the ad placements work, and the length of each video*

# BETTER ACCURACY THROUGH DEEPER ANALYSIS





GOAL IS TO SAFELY  
POSITION YOUR  
CAMPAIGNS WITH  
CONFIDENCE FOR  
SUCCESS & GREATER ROI

THANK YOU!  
*Buona giornata!*

IAS

