

Lift-off!

Achieving significant improvements in MRI



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Moguldom Media

Situation.

- "By Partnering with AdSafe, Moguldom looked to add a layer of safety and security to help brands feel confident their ads would always appear in an appropriate setting without risk to their reputation or business." Judene V EVP, Moguldom Women, Moguldom Media Group
- Specifically, Moguldom engaged AdSafe with the goals of utilizing the Network Monitor Solution to better understand the brand safety of its publisher pages and to more effectively segment its inventory -- in order to raise its overall Media Risk Index (MRI)

Action.

- Within a short, 30 day turn-around time, through a highly interactive partnership, AdSafe's Client Services team collaborated with Moguldom to effectively analyze and segment large quantities of inventory across all brand content levels (low, moderate and high risk)
- Moguldom additionally chose to eliminate 3,000 publisher pages that AdSafe helped them to define as high risk brands

Result.

- Moguldom immediately increased its MRI for inventory identified as 'High Risk' by 100%
- Moguldom further improved its MRI for inventory identified as "Moderate / Low Risk" by 150%
- AdSafe and Moguldom continue in a strong partnership to assure safety and security to Moguldom's brands

"AdSafe provides our sales team with an additional competitive advantage when we call on our Fortune 500 companies. We are so pleased with our partnership that we have included our AdSafe capabilities as a part of our new media kit."

About AdSafe Media:

AdSafe Media is the digital advertising industry's recognized leader in brand protection, ad verification and campaign performance data. |

Content Rating System is the only solution that scores and evaluates the brand safety and context of web pages on the individual page. Utilizing these ratings, AdSafe's Firewall protects advertiser's brands from appearing on pages that do not conform to brand guidelines. A suite of Brand, Network and Platform solutions enable real-time, actionable campaign control and optimization for brands, agencies, networks and trading platforms. AdSafe's products work across the digital environment, driving increased performance and profits for its clients on both the buy and sell side. AdSafe is headquartered in New York City with operations in San Francisco and London.



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Products for Buyers
Products for Sellers
Products for RTB
Brand Protection
User Engagement

OUR TECHNOLOGY

Content Rating System
Rating Methodology
Rating Definitions
Rating Categories
Related Research
Fraud Detection

INTERESTED IN ADSAFE?

We want to hear from you to

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ADSAFE ON THE WEB:

