# 1TAG Secure

## Control & Safety for Brands

adzouk

## The issue
# Digital media is out of control

| #1 | #2 | #3 | #4 | #5 |
|---|---|---|---|---|
| **BOTS** | **FRAUD** | **BRAND SAFETY** | **CONTROL** | **VIEWABILITY** |

## The result
# Brands lose up to 40% of their online ad-budgets while compromising their image and integrity

Existing solutions are locked in the Iframe - **so they can't analyse the publisher's page**

**1TAG Secure**

Sits on the website and **fully analyses the publisher's page**

| | |
|---|---|
| **They're off-site** They can't detect the origin of the impression | **We're positioned on the site** We can determine if the user is human or not |
| **They use sample-verification** They only check a sample of the impressions | **We check every impression** Providing complete accuracy and coverage |
| **They use blacklists and keywords** Instead of accurate, real-time analysis | **We analyse in real-time** Every impression and every piece of content |

We are bringing **advertisers**, **publishers**, **and agencies** together to make digital advertising safe.

## The solution
# 1tag is an industry product that benefits everyone!