

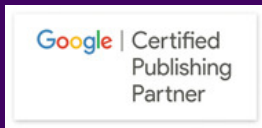


DID YOU KNOW
THAT UP TO
40%
OF YOUR ONLINE MEDIA
BUDGET IS WASTED ON
UN-VIEWABLE, POORLY
PLACED, OUT OF CONTEXT ADS.

THE EVOLUTION OF
BRAND SAFETY
FROM DETECTION TO
REALTIME PREVENTION
adzouk

1 TAG SECURE FAQ

ADVANCING BRAND SAFETY FROM PROTECTION
TO PREVENTION .



HAVE YOU GOT QUESTIONS?

Below you'll find a list of FAQs about our 1tag Secure technology. If your question isn't on this list, please feel free to [submit it here](#). We'll do our best to answer it and update this page.

1 WHAT DOES THE PLATFORM DO?

1tag Secure prevents digital ads from appearing alongside negative content; being served to non-human traffic; or being placed in un-viewable page locations. Whenever an impression is in violation (e.g. Non-human, non-brand-safe, non-viewable) the impression is blocked from being served and the advertisers spend is protected.

2 DOES THE SOLUTION SUPPORT ALL FORMATS?

1tag Secure supports display and video across both direct and programmatic buying.

3 HOW IS THE SOLUTION INTEGRATED?

1tag Secure supports customized integrations, depending on client needs. The process is very simple, quick and straightforward. When onboarding, the company provides complete integration support as well as a detailed integration manual with various different options.

4 HOW DOES THE SOLUTION DIFFER FROM AD-VERIFICATION PLATFORMS?

Ad-verification vendors provide measurement and reporting tools to retroactively monitor ad-fraud, brand-safety violations and viewability metrics. 1tag Secure differs in that it is not about providing clients with a damage report, but rather proactively prevents the damage before it occurs, using its proprietary realtime prevention capabilities.

5 WHAT IS THE DIFFERENCE BETWEEN PREVENTION AND "PRE-BID"?

Some ad-verification vendors are offering "pre-bid" solutions to their clients. This is not to be confused with realtime prevention. Pre-bid solutions are essentially reliant on scraping, cataloguing and indexing, in order to provide the client with filtered ad inventory. The problem is that these techniques are extremely inaccurate and essentially expose the advertiser to poorly filtered, unsafe inventory. 1tag Secure's realtime prevention is not about indexing or filtering inventory, but rather checking every single impression in realtime (under 20 milliseconds), using advanced NLP (Natural Language Processing) and cyber-fraud modules, to determine whether the specific impression is valid/safe/viewable.

6 HOW DOES THE SOLUTION ACTUALLY WORK?

Every one of our client's impression goes through our system and is inspected by our brand-safety and cyber-fraud modules. For brand safety, using advanced NLP algorithms, we analyze all the content and metadata on the page to determine (a) General Negativity (topics which are considered generally negative, i.e. murder, rape, terror etc...) (b) Category Negativity (topics which are considered negative per the client's category, i.e. plane-crash for airline clients) and (c) Brand Negativity (topics which are considered negative per the client's specific brand guidelines, i.e. Diabetes for Dunkin' Donuts). For fraud prevention, using proprietary cyber-detection modules, we analyze behavioral anomalies at both user and network level, looking at hundreds of parameters to ensure complete coverage. Simultaneously, we deploy multiple honeypots (bot-traps) as an additional measure of precaution.

YOUR QUESTIONS CONTINUED...

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7 AS A PREVENTION PLATFORM, DO YOU STILL OFFER REPORTING?

1tag Secure provides clients with a rich, granular and fully-transparent reporting suite, with a vast array of metrics. The reporting is generated in realtime, providing an in-depth view of all blocked traffic, fraud types, page URL's and many other unique metrics.

8 WHAT IS YOUR PRICING MODEL?

1tag Secure charges a fixed, minimum monthly guarantee based on a pre-determined volume of traffic, agreed upon by both parties. Price disclosure is subject to signing our standard NDA.

9 CAN WE SETUP A TEST?

1tag Secure offers a free and easy to set-up pilot/test. A test usually lasts between 10-14 days, during which the client enjoys a real-time, live dashboard, showing the exact amount of invalid/un-safe traffic blocked, and the amount of money saved. At the end of the test, a detailed report is provided, as well as additional data for the client's review.

10 WHAT ARE YOUR ACCREDITATIONS / CERTIFICATIONS?

AdZouk is the only Google Certified Publishing Partner operating within the Middle East today. The Certified Publishing Partner badge indicates that AdZouk has been carefully vetted by Google and meets rigorous qualification standards. AdZouk is considered a trusted business partner by Google and receives high rankings in client satisfaction.



Prefer to schedule a call to discuss this further?

If you want to schedule a call to see how 1tag
Secure can give you the power to control
your brands exposure to negative content
association and non-human traffic.

Would you rather send an email?
Get in touch with us today 1tag@adzouk.com

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