

DoubleVerify Unlocks Comprehensive Media Quality Authentication on Reddit with First-to-Market Offering

Global brands can leverage DV's trusted, independent measurement solutions to protect brand equity and boost campaign performance on Reddit

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) ("DV") (NYSE: DV), the leading software platform for digital media measurement, data, and analytics, today announced the global availability of the industry's first comprehensive media authentication offering on Reddit. This release makes available to Reddit advertisers the DV Authentic Ad[®] – a proprietary metric that offers advertisers an additional layer of trusted, third-party transparency into campaign delivery in a brand suitable environment, within the intended geography – on their Reddit ads.

"We're excited to partner with Reddit, to help campaigns on Reddit meet key media quality criteria while driving impact and performance for advertisers," said Mark Zagorski, CEO, DoubleVerify. "DV's mission is to help brands safely optimize digital investments to drive better business outcomes. To accomplish this, it's essential we verify everywhere key audiences consume media online, especially in fast growing user-generated content environments like Reddit."

Reddit is one of the most-visited websites, comprising over 100,000 communities dedicated to every topic and interest imaginable, with rich conversation and authentic human connection. The user-generated content profile of Reddit's platform encourages high user activity and engagement.

DV's new offering on Reddit provides advertisers with the following benefits:

- **Brand Equity Protection.** DV's brand safety and suitability measurement ensures that advertising messages are aligned with non-objectionable and suitable content, safeguarding reputation and preserving brand equity.
- **Fraud Detection.** DV helps identify and report fraud and IVT, from hijacked devices to bot manipulation.
- **Viewability Measurement.** DV provides comprehensive viewability measurement, offering clarity into whether an ad has the opportunity to be seen and shedding light on its impact.
- **In-Geo Delivery.** DV's technology can determine whether or not an ad appeared outside a campaign's intended geography.

"Reddit's unique approach to content moderation harnesses the power of community, systems and tools. This allows advertisers to focus on driving performance with confidence that their ads are appearing in environments that align with their brand values," said Reddit

Chief Revenue Officer, Harold Klaje. “Third party verification is also an important part of delivering this confidence and we want to ensure our clients have the tools they need to feel great about their investment in Reddit. We’re excited to bring our advertisers an added layer of transparency with this additional investment in our brand safety solutions, via a best-in-class partner, DoubleVerify.”

DV’s brand safety and suitability measurement extends to Reddit In-Feed and Conversation environments. Following industry standards, DV classifies in-feed content directly above and below ads. For Reddit Conversation placements, a unique advertising format that integrates brand messages with community discussions, DV classifies content directly above the ad.

DV Universal Content Intelligence, DoubleVerify’s industry-leading classification engine, powers its brand safety and suitability solution. Utilizing advanced artificial intelligence (AI) technology, DV analyzes all key content types — including video, image, audio, speech, text, and link elements — to provide advertisers with accurate classifications and ensure comprehensive coverage and protection at scale.

DV introduced its viewability and invalid traffic solutions on Reddit late last year. This release provides advertisers with access to additional brand safety and suitability measurement, in-geo authentication and DV Authentic Ad[®] reporting. Advertisers can activate DV measurement solutions across all formats including Image Ads, Video Ads, Free-form Ads (Text) and Carousel Ads.

For more information about DoubleVerify, visit <http://www.doubleverify.com>.

About DoubleVerify

DoubleVerify (“DV”) (NYSE: DV) is the industry’s leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, DV strengthens the digital advertising ecosystem, ensuring a fair value exchange between buyers and sellers of digital media.

About Reddit

Reddit is a community of communities. It’s built on shared interests, passion, and trust and is home to the most open and authentic conversations on the internet. Every day, Reddit users submit, vote, and comment on the topics they care most about. With 100,000+ active communities and approximately 82+ million daily active unique visitors, Reddit is one of the internet’s largest sources of information. For more information, visit redditinc.com.

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