

Reddit Selects DoubleVerify as First Full Suite Verification & Measurement Partner

DoubleVerify will be the first full-service verification provider for Reddit, offering a suite of quality measurement solutions

NEW YORK--(BUSINESS WIRE)--[DoubleVerify](#) (“DV”) (NYSE: DV), a leading software platform for digital media measurement, data and analytics, today announced a first-of-its kind, exclusive partnership with Reddit to enable media verification and maximize advertiser performance across its dynamic, user generated content environment. The partnership will leverage DV’s technology and data to help Reddit advertisers ensure campaigns are viewable, seen by real people, served in a brand-safe environment, safe from Fraud/IVT, and appear in the intended geography.

Reddit is one of the most-visited websites in the US, comprising over 100,000 active communities, endless conversation and authentic human connection. For users and advertisers, Reddit is a hub for belonging, engagement and discovery – where trends and ideas take shape, and where the next wave of culture emanates. The user-driven nature of Reddit’s platform creates spaces for passionate audiences and compelling conversations that drive action and influence purchase decisions for the world’s leading brands.

Partnering with DV to independently evaluate “Brand Safety and Suitability,” “Fraud/IVT” (invalid traffic), “Viewability,” and “Geo” for campaigns furthers Reddit’s commitment to supporting advertisers with access to independent, third-party granular quality and performance data that is timely, clear, and actionable.

“We’re excited to partner with DoubleVerify,” said Jen Wong, COO, Reddit. “As interest in our audience and advertising solutions grows globally, we continue to expand our verification and measurement offerings. Partnering with DoubleVerify will provide Reddit’s advertisers additional insight into campaign performance and outcomes across our platform.”

“User-generated content offers advertisers a unique opportunity to tap into genuine engagement from passionate online communities,” said Mark Zagorski, CEO, DoubleVerify. “At the same time, the dynamic nature of these user-led environments makes the need for comprehensive, third-party authentication critical. To that end, we are excited to be Reddit’s first full suite verification partner, ensuring campaigns meet key quality criteria while maximizing impact and performance for advertisers.”

Providing a consistent metric of quality across leading social media platforms, DV empowers its customers to evaluate media efficiency and efficacy wherever their audiences consume content.

“Our mission is to help brands improve the effectiveness of their online advertising, regardless of where they’re buying,” said Zagorski. “We are giving advertisers real clarity

and confidence in their digital investments.”

With DV’s quality verification technology, Reddit advertisers will be able to:

- **Protect Brand Equity** – DV’s brand safety and suitability solution protects media buys from objectionable or unsuitable content, safeguarding reputation and brand equity.
- **Fight Potential Fraud** – For advertising to perform, it must be seen by real people – DV identifies and protects against fraud and IVT, from hijacked devices to bot manipulation.
- **Ensure Ads are Seen** – DV provides comprehensive viewability measurement, offering clarity into whether an ad has the opportunity to be seen and shedding light on its impact.
- **Deliver to the Right Geo** – DV’s tools can determine whether or not an ad appeared outside a campaign’s intended geography or block those ads from running.

DV and Reddit will be working on the technical integration over the coming months and anticipate the full suite of solutions to be available in 2023. For more information about DoubleVerify, visit <http://www.doubleverify.com>.

About DoubleVerify

DoubleVerify (“DV”) (NYSE: DV) is a leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising investments – globally. Learn more at www.doubleverify.com.

About Reddit

Reddit is a network of over 100,000 active communities where people can dive into anything through experiences built around their interests, hobbies and passions. Reddit users submit, vote and comment on content, stories and discussions about the topics they care about the most. From pets to parenting, there’s a community for everybody on Reddit and with over 50 million daily active uniques, it is home to the most open and authentic conversations on the internet. For more information, visit redditinc.com.

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