

DoubleVerify Data: Video Filtering Led to Sixty-two Percent Fewer Quality Violations on Video Ads

DV data highlights significant gaps in post-bid blocking coverage for video advertising

NEW YORK, NY – June 3, 2021 — [DoubleVerify](#) (“DV”), a leading software platform for digital media measurement, data and analytics, today announced that, in just four months since introducing DV Video Filtering, advertisers across all industries are experiencing significantly decreased fraud, in-geo, brand safety and suitability violations. In fact, the new solution **has led to sixty-two percent fewer quality violations on DV measured video impressions across devices.**

“Digital video has become an essential channel for capturing consumer attention; ensuring quality video is now critical.” said Jack Smith, Chief Product Officer at DoubleVerify. Before the launch of Video Filtering, fewer than 40% of video impressions were eligible for post-bid blocking on desktop and mobile web, and on CTV and mobile apps, blocking was virtually impossible. With DV Video Filtering, advertisers are able to substantially reduce non-compliant ad placements, helping to improve the quality and performance of their video campaigns.”

DV Video Filtering serves as a last line of defense against fraud and brand safety concerns when blocking isn’t available. The solution collects data from an ad request and runs it through DV’s advanced fraud, brand safety and suitability, and geo detection models to ensure that ads are served in an appropriate environment. DV Video Filtering can be used for campaigns that are executed directly via a publisher or through a DSP. Moreover, because filtering occurs before the ad is served, publishers are able to re-monetize any impressions that are filtered.

Overall, early adopters of DV Video Filtering across industry verticals – including travel, technology, CPG, finance and food services, saw almost sixty-two percent fewer fraud, geo and brand suitability violations across their campaigns when compared with all other DV-measured placements – resulting in 85% lower video ad fraud and SIVT violations, and 88% lower geographic violations. These capabilities have also led to a decrease in violation rates across CTV (66%), Desktop (69%), Mobile App (69%), and Mobile Web (71%).

Launched in November 2020, DV Video Filtering is part of DV [Video Complete](#), which enables advertisers to holistically measure campaign quality and maximize brand protection across all video environments and devices, including CTV, mobile and desktop. DV Video Complete layers pre-bid avoidance, post-bid blocking and DV Video Filtering, to intercept more fraud, geo and brand suitability violations before they occur – across every device. It

works on all video ad traffic tagged with the DV Video OmniTag, with no custom integrations or re-tagging required.

For more information about DoubleVerify, contact sales@doubleverify.com.

About DoubleVerify

DoubleVerify 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.