

## Taggify Partners with GeoEdge and Reduces Video Ad Complaints by 90%



**By utilizing GeoEdge, Taggify has been able to:**

- ✓ Reduce malvertising incidents through their platform
- ✓ Improve their industry reputation
- ✓ Maintain a safe environment for final user & publisher

### About

Taggify is a self-serve platform for advertisers to reach their target audience with precision and ease. Taggify is connected to 30+ ad exchanges and supply sources to ensure limitless traffic. Through their granular filters, advertisers have the power to reach their exact target by geo-location (country/city), vertical, ad position, time on site, demographic, and more.

### Challenge

Taggify was working with a couple of legacy providers in the industry and was unhappy with the results. The services they provided were not sufficiently successful at preventing malware or poor ad quality to their supply. Since Taggify enables advertisers to input and run rotating tags on a self-serve basis, neither Taggify nor their partners have control or visibility of the campaigns.

With the providers they were using, they were still receiving many complaints from publishers and end users about malicious activity or ads of low quality, especially with video ads. Taggify sought a comprehensive, reliable solution that would ensure brand safety and high quality ads, so they turned to GeoEdge.



Julio Chamizo  
Co-Founder & CEO

“ Working with GeoEdge has helped us to improve, not only in malware and ad quality detection and prevention, but in our overall reputation in the ad-tech ecosystem. We are very proud to have them as partners. ”

### Solution

With GeoEdge, Taggify is protected against malicious and problematic ad campaigns in video, mobile and display. Taggify's most pervasive issues, landing page errors and video ads with sound autoplay, are stopped in their tracks, and as a result, the number of complaints they receive has been drastically reduced.

Taggify now delivers high ad quality, even for their video ads. GeoEdge provides comprehensive video ad scanning better than any other vendor in the market, monitoring video ads for malware, in-banner ads, autoplay sound and non-compliance in maximum video length, VAST/VPAID loading time, supported media files, video frame rate, and more.

Campaigns in breach of company policy are quickly detected and GeoEdge delivers actionable information to Taggify – including target, impact, source, and a live capture of the ad – to shut down the campaign swiftly. With GeoEdge, Taggify monitors and manages their ad inventory with ease and assurance.

### Result

Since utilizing GeoEdge's malware and ad quality management tool, Taggify has reduced the number of complaints from SSP partners by 90%.

They have instituted a new policy stating that if GeoEdge finds malware or other malicious activity, the partner at fault will be penalized. This is why they recommend that their advertisers and demand partners use GeoEdge as well.

Working with GeoEdge has helped Taggify improve their reputation and gain more trust among their supply partners and publishers.