

Mediasmart Sees 78% Decrease in Mobile Ad Quality Violations Using GeoEdge

#MEDIASMART

By working with GeoEdge, mediasmart can:

- ✓ Stop mobile auto-redirects from disrupting the user experience
- ✓ Confidently enable customers to upload ad tags directly
- ✓ Serve 8x more impressions without ad policy violations

About

Launched in 2012, mediasmart is the first Spanish DSP focusing on the real time optimization of mobile advertising using its proprietary technology platform. Mediasmart gives access to global mobile inventory both in mobile apps and web. A proven, scalable technology currently handling more than 400,000 ad requests per second, mediasmart can be used directly by clients on a self-serve basis or via APIs, and it handles both RTB and programmatic direct buys. Located in Madrid, London, and Paris, mediasmart Mobile is backed by well-known investors KOMM Investment and Kibo Ventures.

Challenge

Mediasmart places a strong emphasis on the quality of their mobile advertising inventory (for tablets and smartphones). Providing customers with a self-serve solution that allows them to upload their own creatives put the mediasmart guarantee of high ad quality at risk. In addition, customers wanted to upload their own ad tags instead of creative assets, increasing the risk as tags are more difficult to control and regulate. As a result, mediasmart limited the use of third-party tags to specific, pre-verified customers, but as they scaled up, they knew they needed to open up this capability.

To preserve the quality of the ads in the mediasmart inventory, their team had to scan creatives manually, a long process where many violations often went unnoticed. At the same time, mediasmart was growing rapidly and receiving a large number of inbound requests for business. There was a surge in ad quality incidents, most often with auto-redirects, which upset customers. Mediasmart knew they needed a solution – and fast.

The solution they wanted would have an automated method to scan ad tags, including third-party tags, to detect non-compliant behavior.



Noelia Amoedo
Co-Founder & CEO

The solution would enable mediasmart to scale up and open the third-party ad tag capability without any backlash.

Solution

After researching all the leading solutions in the market, mediasmart decided to integrate with GeoEdge, known for ad quality protection against auto-redirects, malware, offensive content and more on mobile devices, Apple or Android. In record time, they implemented GeoEdge's solution and saw immediate improvement.

Utilizing the GeoEdge mobile ad security and verification solutions, creatives are checked as soon as they are uploaded or changed. They are also scanned with high frequency, configurable by specific account or seat ID.

With mediasmart's own interface integrated directly with GeoEdge via APIs, creatives go live only when they have successfully passed GeoEdge's ad tag scanner and a visual audit is completed by mediasmart's ad quality and approval management teams.

Mediasmart also maintains a list of blacklisted domains. Any creative that generates a violation with GeoEdge is automatically rejected, and both the ad quality team and the client are notified. The rejected creative then automatically stops running in all campaigns it is linked to. Additionally, any malicious domain reported by GeoEdge is automatically added to the list of blacklisted domains. Once a domain is recorded in this list, any campaign that makes reference to it, whether the source is in the tags, URLs or pixels, is rejected.

Result

Using the GeoEdge mobile ad quality management solution has reduced mediasmart's ad quality incidents by 78 percent, especially auto-redirects. Mediasmart detects the violations and removes the offensive creatives immediately, and they can now invest and serve up to eight times more impressions before generating an ad policy violation with an external party.

In addition, the strong level of automation has increased mediasmart's effectiveness while saving them time.

Mediasmart is confident using GeoEdge, knowing that the inventory of their supply partners will be protected. And when challenges arise from mediasmart customers, the GeoEdge team is quick to respond and provide their expertise.

Mediasmart has also instituted a policy by which all new customers receive a set number of scans per hour, any customers found in violation are required to increase their scan rate and, depending on the nature of the violation, can be prevented from accessing certain inventory, if not all.

“ We are proud to have integrated with GeoEdge, a powerful, automated solution that protects our partners' ad quality and enables us to continue to grow. ”