

GeoEdge Delivers on Anti-Malvertising and Ad Quality Monitoring for DSP Splicky



GeoEdge enables Splicky to:

- ✔ Maintain their reputation as a safe and trustworthy DSP
- ✔ Ensure top quality scores with supply partners
- ✔ Focus on optimizing their advertisers' ROI

About Splicky

Splicky, with the trading name Jaduda GmbH, is operated by Goldbach Digital Services, a Goldbach Group company. Advertisers gain immediate access to all global mobile inventories that are using RTB and can deploy CPM and CPC mobile ad campaigns within minutes. Splicky allows advertisers to target individual mobile sites and apps and provides detailed analysis to give valuable insights on campaign performance.

Challenge

Techniques to insert malware and disruptive ads are constantly evolving. Without continuous, expert monitoring of ad inventories, even the best DSPs can fall prey to advertisers who mistakenly (or even purposely) serve low quality ads.

Splicky, understanding the ever-surfacing threats in the ad ecosystem, began searching for a trustworthy solution before they launched their managed services and self-service platform. They wanted to begin their business committed to ensuring only high ad quality for their supply partners, and validate direct advertisers prior to launch as well as live campaigns.



Katy Schädlich
Supply Manager

“ In a global programmatic advertising landscape, a partner such as GeoEdge is essential to meet legal requirements and ensure publisher quality scores are met. ”

The technology needed to accomplish this goal would have to be comprehensive, with continuously developed capabilities to scan all types of ads for malicious activity or low quality issues - specifically mobile ads for auto redirects. The solution would identify the problematic ads to make sure that Splicky's advertisers would only be top quality demand. SSPs and Publishers would know that Splicky is the secure and optimal DSP to work with. The solution would also easily integrate into their workflow to allow their time and resources to be focused on their main business goals - optimizing their clients' ROI.

Solution

GeoEdge provides the all-inclusive, automated ad quality monitoring and anti-malvertising solution that Splicky was seeking. With GeoEdge continuously scanning and examining Splicky's ad inventory, Splicky knows that ads with malvertising and low ad quality will be caught. GeoEdge provides real time response whether the malicious activity is hidden inside the MRAID, HTML5 ad or on the landing page itself, among many other options. The GeoEdge solution also enables Splicky to automate their mobile campaign testing, approval and monitoring process. In addition, Splicky knows that GeoEdge is continuously developing features and capabilities to meet the current and emerging threats in the ecosystem.

Result

Splicky has instituted a policy that no mobile campaign gets approved before getting a positive check from the GeoEdge advertising security service.

By using GeoEdge, Splicky ensures high quality scores with SSPs and their direct Publishers as they are able to maintain high ad quality for their mobile inventory at all times. As the ecosystem evolves, Splicky knows they can trust GeoEdge to protect them against emerging threats. In addition, by utilizing GeoEdge's automated solution, the Splicky team can spend their time and efforts optimizing the performance of their customers' campaigns and strengthening their partnerships.