VertaMedia Partners with GeoEdge to Serve High Quality Video Ads to Publishers

Working with GeoEdge has enabled VertaMedia to:

- ✅ Ensure high quality video ads
- ✅ Strengthen publisher partnerships
- ✅ Stop unwanted video ads

About

Video supply-side platform VertaMedia helps publishers to maximise their inventory in an increasingly programmatic advertising ecosystem. Its advanced, white-label technology uses a bespoke system, the VertaMedia™ Intelli algorithm, to instantly link publishers with the best demand source for each impression, delivering fill rates of up to 45% in an industry where averages are just 15-20%. Building on the success of this offering, which now includes 100+ global demand-side partners, the company has grown to become one of the most trusted partners for thousands of online publishers.

VertaMedia is headquartered in New York with offices globally and is recognised as one of America's fastest-growing private companies by Inc. 5000, with 576% year-on-year expansion.

Challenge

When VertaMedia was founded, they undertook to deliver high-quality, relevant video ads and become advocates for web inventory as well. Although they developed an in-house solution, they quickly realized that the expertise and resources needed would fundamentally shift their business operations. As a result, they decided to concentrate on video ad serving technologies, their niche, and find a market leader to provide the technology that would safeguard their publishers and their publishers' video ads.

VertaMedia sought a solution that would provide real-time tracking and highly efficient quality monitoring to serve safe and clean video ads.

Solution

With GeoEdge, VertaMedia is protected against malicious and problematic video ad campaigns on desktop and mobile. VertaMedia'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.

GeoEdge provides comprehensive video ad scanning better than any other vendor in the market, monitoring video ads for malware 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 VertaMedia – including target, impact, source, and a live capture of the ad – to shut down the campaign swiftly. With GeoEdge, VertaMedia monitors and manages their ad inventory with ease and assurance.

Result

VertaMedia has been able to deliver on their commitment to serve high quality video ads. They have successfully strengthened partnerships and increased their supply-side partners' loyalty, and they no longer worry about ads harming the reputation and brand safety of their publishers.

In addition, VertaMedia's managers no longer waste time and resources on internal investigations to detect and identify problematic ad campaigns, and developers do not worry about issues with bad ads. By partnering with GeoEdge, VertaMedia is able to focus on doing what they do best and let GeoEdge take care of the rest.

Alex Bornyakov,
VertaMedia,
CEO and co-founder

❝ Powered by the GeoEdge high-quality video ad verification solution, we are now able to offer additional advantages to our supply-side partners. As a part of our core competencies, VertaMedia, in cooperation with GeoEdge, cares about full-scale malware protection, while our SSP customers can drive maximum value out of their web inventory ❞