

# Brand Safety Reinvented

Avoid toxic content with the most advanced AI technology

Empowering brands to use programmatic advertising with the confidence of Direct Publisher Relationships at a fraction of the cost.

## Trustium BrandSafe™

*Minimize the risk of toxic content, maximize your reach, and manage your cost.*

BrandSafe™ augments programmatic and gives advertisers the control to:

- Target ads to high-quality content
- Set the threshold of risk based on toxicity score
- Detect and evade toxic content in real-time
- Reach lesser-known sites with confidence
- Perfect your bid to ensure your ads show next to the most credible content.
- Realize the benefits of association with trusted content.

## Trustium TearSheet™

*Determine the exposure of an ad campaign with a comprehensive analysis of surrounding content.*

TearSheet™ provides a detailed report including:

- An inventory of every URL where your ad was placed
- A “toxicity” score for every article
- A risk summary analysis

Inform your decisions on Programmatic Platforms. Ensure your brand avoids embarrassing exposures.

### **AI-driven for Greater Accuracy**

We don't blacklist publishers or words. Instead, we evaluate each page with the latest and most accurate algorithms available.

This allows advertisements on legitimate pages that may not be available with other solutions.

### **Increased ROI and Maximum Reach**

Research shows users pay more attention to ads on sites with higher quality content.

With Trustium, you can benefit from this increased attention span without needing to have relationships with large publishers.

Reach your target audience anywhere they browse, not just on large websites.