

Advanced Brand Safety Technology

Trustium BrandSafe™ and Trustium TearSheet™

Trustium empowers and protects advertisers and improves the internet content ecosystem. Our advanced solution allows advertisers to use Programmatic with the confidence of Direct Publisher Relationships at a fraction of the cost.

Assess brand risk

Trustium TearSheet™

Determine exposure of an ad campaign from this 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
- Risk summary analysis

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

Avoid toxic content

Trustium BrandSafe™

Avoid exposure to toxic content, expand your reach and manage your cost.

BrandSafe™ augments programmatic and gives advertisers the control to:

- Target ads to high-quality content
- Set threshold of risk based on toxicity score
- Detect and evade toxic content in *real-time*
- Reach lesser-known sites with confidence
- Adjust bid amounts based on toxicity score
- Realize the benefits of association with trusted content

Technology + Humans

Trustium's credibility engine blends human experts with AI and other linguistic analysis techniques to determine key characteristics of an article such as credibility, bias, emotion and more.

It's objective and scalable.

Our Difference

By evaluating the content, we hold the page accountable. We don't blacklist publishers or words.

Our Mission

By directing revenue to high-quality content and away from toxic content, we are transforming the business model of online advertising to defeat the spread of misinformation.

