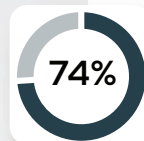
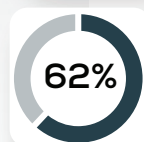


BIDTELLECT'S BRAND SAFETY FOR ADVERTISERS

Bidtellect's technology tackles brand safety head on, ensuring your brand's ads are seen positively "in the wild."



74% of consumers are likely to remember an ad if its message relates to the content around it



62% of U.S. consumers say that they will stop using brands that appear near low quality content

Brand Safety Targeting

Brand Safety Targeting allows advertisers to restrict their impression buys to sites where the content is "brand safe" by excluding site pages where content is questionable, inappropriate, or unsafe - or falls under specific vertical category requirements.

This gives advertisers assurance that they are not running their ads next to content that could harm their brand message.

Some examples of Brand Safety categories include:

- Accidents
- Illegal Streaming
- Terrorism
- Illegal Drugs
- Fake News
- Illegal Download
- Parental Protection
- Crimes
- Negative Feelings
- Alcohol and Tobacco
- Natural Disasters
- Weaponry
- Vertical Specific Subcategories

BIDTELLECT'S **BRAND SAFETY** **PARTNERS**



Brand Safety can be toggled on or off in Bidtellect's platform and users can select a Brand Safety provider.

We've partnered with experts in Brand Safety technology:

Integral Ad Science (IAS) | Peer39 | ADmantX by Integral Ad Science (IAS)

IAS / ADmantX by IAS:

Integral Ad Science is a global leader in digital media quality. IAS acquired ADmantX in 2019. With the use of its unique natural language processing (NLP) technology, IAS allows advertisers to match ads to relevant content at a granular page level, ensuring personalized brand safety pre-bid. This includes customizable risk thresholds and context control avoidance specific to industry needs (100+ segments). This more nuanced approach to brand safety ensures advertisers are not unnecessarily limiting scale.

In Bidtellect's Platform: When Integral Ad Science (IAS) is selected as the Brand Safety Provider, a default set of seven (7) categories are pre-selected at the "Safe" level.

IAS provides brand safety risk information for the brand safety categories of pages. There are two risk levels: High (graphic and offensive) and Moderate (subjective in nature and caution required). These more nuanced risk categories give greater flexibility and ensure campaigns are served on more pages.

Peer39:

Peer39 is the leading global provider of pre-bid keyword, contextual, and brand safety solutions for modern marketers. Peer39 analyzes web pages and apps in real-time to ensure brand safety and suitability using page signals, sentiment, meaning, and a number of other groups of data. Peer39 covers all standard brand safe categories, plus advertisers can exclude pages with negative sentiment within industries.

In Bidtellect's Platform: When Peer39 is selected as the Brand Safety Provider, a default set of nineteen (19) categories are pre-selected at the "Safe" level. Pre-selected categories can be unchecked or elevated to the "Safest" level. Choosing the "Safe" level will allow campaigns to serve on pages that Peer39 rates as "Safe" from that brand safety category. Choosing the "Safest" level will allow campaigns to serve on pages that Peer39 rates as "Safest" from that brand safety category.

Verified TAG Partner:

Bidtellect is proud to be a member of TAG (Trustworthy Accountability Group), the leading global initiative fighting criminal activity and increasing trust in the digital advertising industry. This means Bidtellect has been identified as a trusted partner in the TAG registry.

Sleep soundly at night knowing that your ads are safe with Bidtellect.
Reach out to learn more.