



# DISPLAY

ONE by AOL features integrated technologies and proprietary processes that deliver industry-leading ad safety and quality across inventory sources and screens. ONE by AOL's inventory quality initiative is comprehensive--addressing the industry-wide issues of bot traffic, ad fraud and viewability.

## INVENTORY QUALITY

AOL Platforms is committed to providing our clients with best-of-breed technologies and services for viewability, inventory quality and brand safety. ONE by AOL: Display leverages proprietary and 3rd party technologies to ensure the safest, highest quality inventory for global display advertising is made available to marketers. In addition, we are active participants in IAB's Trustworthy Accountability Group, dedicated to fraud prevention and providing best practices and guidelines for the industry.

### BOT & AD FRAUD BLOCKING

ONE by AOL: Display accesses supply via direct relationships, major online exchanges and vetted networks. All inventory sources are reviewed and approved at the URL level. We utilize proprietary and best-of breed 3rd party technologies to monitor for bot activity and block suspicious activity.

- **Integral Ad Science (IAS) Bid Expert integration** offers pre-bid blocking of fraudulent and non-brand safe placements
- Only white-listed inventory is surfaced
- **Dedicated inventory quality team** identifies and removes sites with suspicious traffic by monitoring performance across media buys
  - Every inventory source undergoes a manual review before any ad opportunities are accepted
  - Daily audits for inventory fraud conducted using 1st and 3rd party tools
- Active lists are maintained of known bot/spider publishers, their respective IP addresses and suspected fraudulent publishers

### IAS BID EXPERT INTEGRATION

Integral Ad Science
Pre-Bid Targeting
Brand Safety
Block High Risk <span>⊕ Select</span> \$0.05
Block High and Moderate Risk <span>⊕ Select</span> \$0.05
Unrated <span>⊕ Select</span>
IAB Contextual Categories
Suspicious Activity
Block High Risk <span>⊕ Select</span> \$0.05
Block Moderate Risk <span>⊕ Select</span> \$0.05
TRAQ Score
Viewability

### VIEWABILITY

ONE by AOL: Display offers multiple integrations for marketers to target and measure their campaigns based on viewability:

- **MOAT integration** provides marketers with MRC accredited viewability reporting and pre-bid viewability targeting at no extra charge
- **IAS Bid Expert integration** allows pre-bid viewability targeting

### MOAT VIEWABILITY TARGETING

<input type="checkbox"/> Target all domains
<input type="checkbox"/> Inventory tiers
<input type="checkbox"/> IAB categories
<input type="checkbox"/> Advanced properties
<input checked="" type="checkbox"/> Most Viewability
<input type="checkbox"/> Whitelist

Available	Target	Reset
40-44% In-View <input type="radio"/>	80-84% In-View <input type="radio"/>	<input type="button" value="Reset"/>
45-49% In-View <input type="radio"/>	85-89% In-View <input type="radio"/>	<input type="button" value="Reset"/>
50-54% In-View <input type="radio"/>	90-94% In-View <input type="radio"/>	<input type="button" value="Reset"/>
55-59% In-View <input type="radio"/>	95-100% In-View <input type="radio"/>	<input type="button" value="Reset"/>
60-64% In-View <input type="radio"/>		
65-69% In-View <input type="radio"/>		
70-74% In-View <input type="radio"/>		

FOR MORE INFORMATION

Contact us at [www.aolplatforms.com/contact](http://www.aolplatforms.com/contact)



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