

DoubleClick Verification is a feature in DoubleClick for Advertisers (DFA) that helps advertisers ensure that their ads serve correctly, appear alongside appropriate content, and find an audience within the desired geo-targeted region. It has been designed to follow IAB ad verification guidelines.

Currently free and available to all customers of DFA, Verification offers effortless access to verification features. There is no special implementation process or need to tag your sites to activate the features. Simply sign on to the system and access Verification in the reporting user interface.

Why do you need DoubleClick Verification?

DoubleClick Verification helps identify sites with the right context for your ads—and highlights sites that you might not want to your ads to appear on. Our system analyzes content at the URL level for each page your ads serve to, employing 18 content classifiers across 11 languages. Use our advanced UI to build and apply content profiles on the fly. You can categorize sites instantly with a dynamic content signal formula and check whitelists/flagged lists of up to 10,000 domains.

Key Feature Overview

Service Line	Unique DFA Features
Site Context Monitoring	<p>URL-level</p> <p>11 common languages</p> <p>18 classifiers with more to come</p> <ul style="list-style-type: none">• Covers many common content types, from Adult to Forums to Transportation Accidents <p>Creative Types Supported</p> <ul style="list-style-type: none">• Image• Flash• DoubleClick Rich Media• In-Stream (looks at page content, not the video itself)• Mobile Web
Geo-Targeting	<p>Based on DFA Reporting numbers for highest possible accuracy. Unsampled data is available at multiple levels:</p> <ul style="list-style-type: none">• Country• State• DMA® Region (US Only)
Ad Tag Verification	<ul style="list-style-type: none">• Highlights potential tag implementation issues. Checks all incoming ad requests for any issues with the tags

Our simple, easy-to-use UI helps you control what types of content are marked as appropriate and highlights issues with your campaigns.

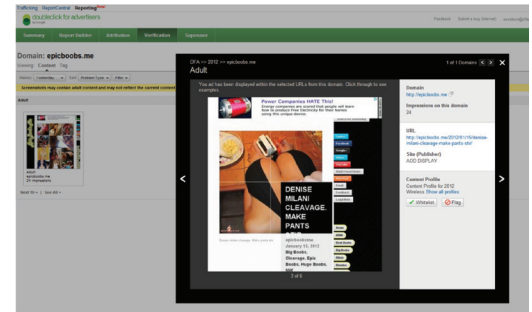
Image Review Page:

This page streamlines the review process. You can easily view all the sites where your ad served, list all the URLs for a given domain on a single screen, add that domain to a whitelist or flagged list, and move on to the next domain.

In the screenshot, you can see that for every image review page, you get information on:

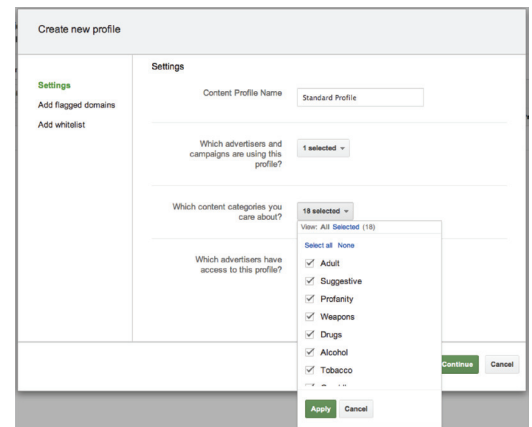
- The domain
- The number of impressions you have that were served on this domain
- The URL
- The site

From this page, you also have the ability to add the site to a whitelist or flag it so that you see an alert every time your creative ends up on this site.



Content Profiles with Whitelist/Flagged list Reporting Capabilities

Content profiles are useful when you want to run different campaigns on different kinds of sites, such as family-appropriate sites versus more mature sites. You can create separate profiles for the different kinds of content that are appropriate for your ads, then whitelist or flag specific domains accordingly. For example, when you manage a family-friendly content profile, you might choose to flag domains with content related to violence, drug use, or profanity. But for your mature content profile, you might whitelist these same kinds of content, so that your more mature ads can also find the appropriate audience.



Features on the horizon

At DoubleClick we are always looking to improve and build more robust solutions for clients. With Verification we are specifically looking at providing future solutions for ad placement and viewability as well as handling the issue of pre-emptive blocking. For viewability we expect to incorporate ActiveView technology already in pilot in DFA. We are also currently looking into the best way to provide pre-emptive blocking with the goals of achieving lower latency and seeing fewer discrepancies.

To find out more about how you can benefit from DoubleClick ad verification, contact your DoubleClick representative or visit www.google.com/doubleclick.

About DoubleClick for Advertisers

DoubleClick for Advertisers (DFA) is an ad management and ad serving solution that can help you manage the entire scope of your digital advertising program: media planning, trafficking, targeting, serving, optimization and reporting. With DFA, advertisers and agencies can streamline normally time-consuming tasks associated with the trafficking workflow, enjoy consistent measurement across all digital campaigns and gain insight into campaign effectiveness thanks to robust reporting and analytics tools.

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.