

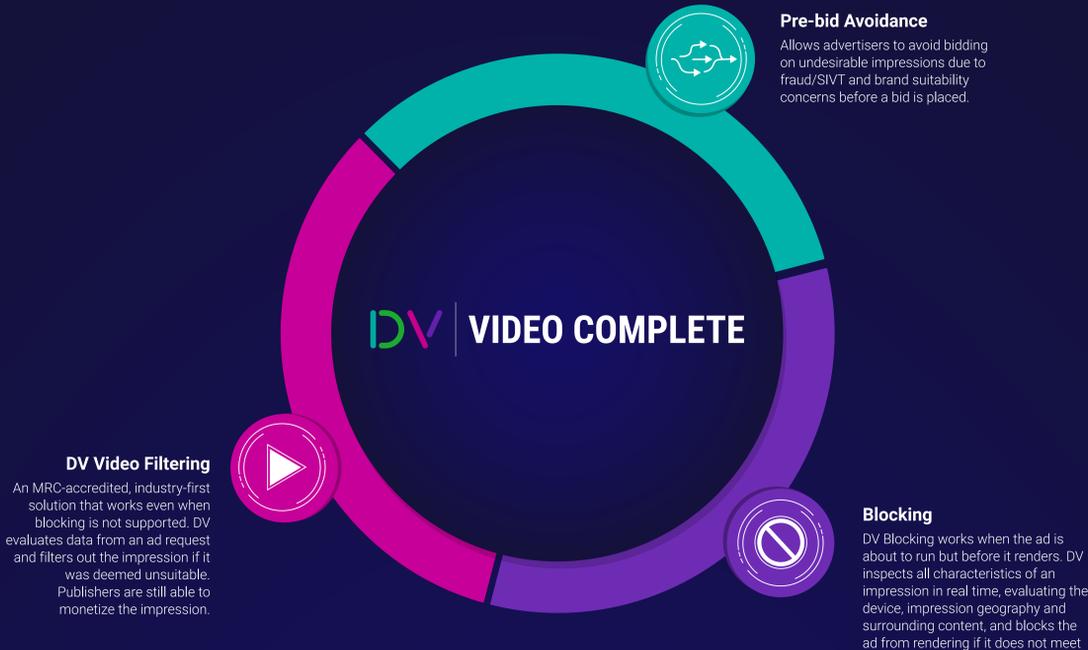
# How to Maximize Your Video Investments and Optimize Toward Quality Inventory

The video advertising landscape is changing rapidly, and advertisers are shifting more budget toward video ads every year.\* From May 2020 through April 2021, DoubleVerify saw the volume of video impressions it measured increase by 56%! Unfortunately, fraud follows the money, and ads can run in unsuitable environments. That's why it is now more important than ever to protect your video investment — especially in developing environments like CTV.

## What is DV Video Complete?

DV offers a multi-pronged solution that provides comprehensive measurement and protection to help advertisers protect, monitor and optimize their video campaigns on desktop, mobile and CTV.

DV Video Complete helps you minimize waste and optimize toward the highest quality inventory by measuring and protecting media quality across fraud, brand safety and suitability, viewability and in-geo targeting with three layers of protection.



## Success with DV Video Complete

DV ran multiple tests\*\* to evaluate the effectiveness of DV Video Complete against fraud/SIVT and brand suitability concerns and found that using the solution greatly reduced infractions across devices.

### TEST ONE

#### Brand Suitability and Fraud Protection Across Screens

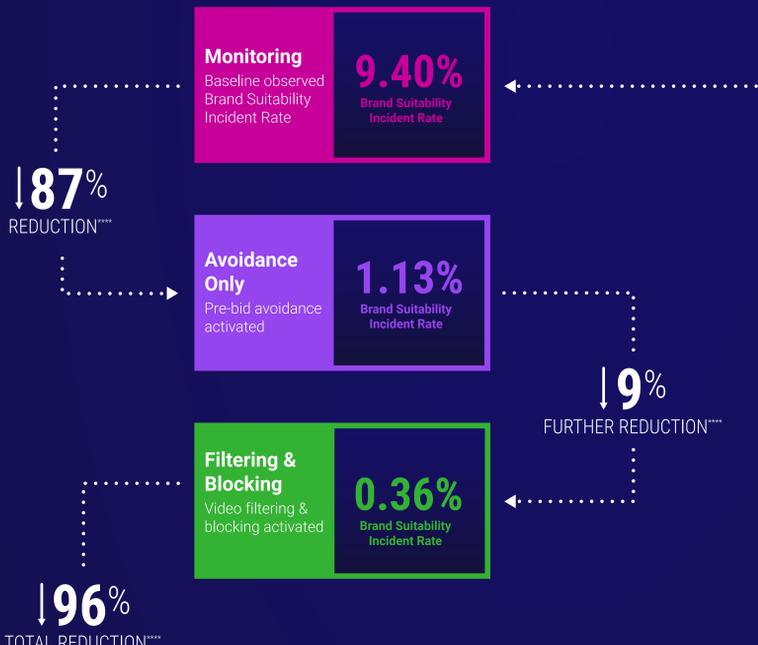
Adding DV Video Complete coverage reduced overall brand suitability and fraud/SIVT incident rates by 96% across desktop, mobile and CTV\*\*\*.



### TEST TWO

#### Minimizing Suitability Violations Across Desktop and Mobile

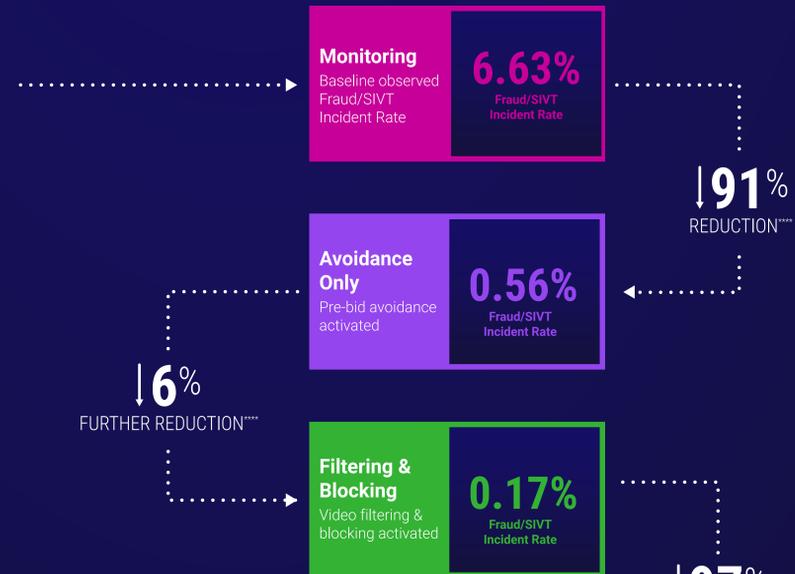
Although pre-bid avoidance reduces brand suitability incidents on its own by 87%, adding blocking and DV Video Filtering reduced brand suitability incidents by 96% across desktop and mobile.



### TEST THREE

#### Fraud Protection Across Devices

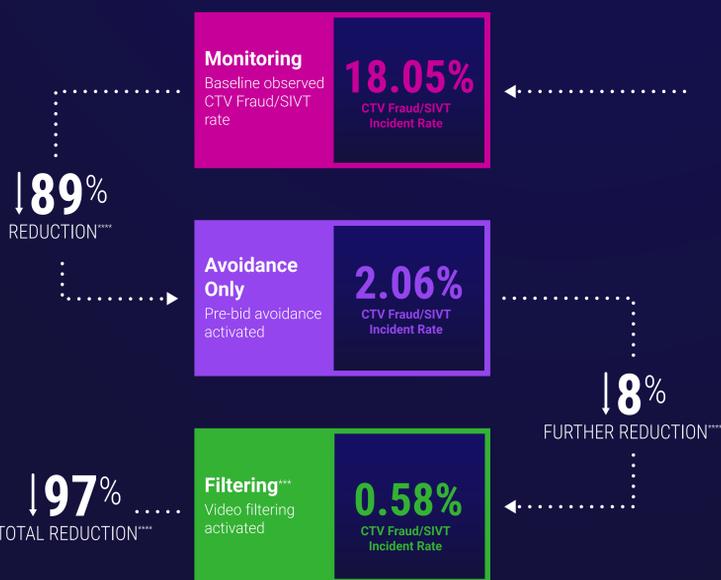
Adding pre-bid avoidance, DV Video Filtering and blocking across desktop, mobile and CTV\*\*\* reduced fraud/SIVT incidents by a total of 97%.



### TEST FOUR

#### Fraud Protection on CTV

Adding Video Filtering to CTV campaigns that were using pre-bid avoidance further reduced fraud/SIVT from 89% to 97%\*\*\*.



## Close the Coverage Gap on Your Video Campaigns

The results show that DV Video Complete offers complete protection. For more information on how Video Complete can help protect and optimize your campaigns, [reach out to Sales@DoubleVerify.com](mailto:Sales@DoubleVerify.com)

Let's Build a **Better Industry**®

[www.DoubleVerify.com](http://www.DoubleVerify.com)

\*Emarketer, "Q2 2021 Digital Video Trends"

\*\*Open marketplace inventory buys using a DSP. Tests were run from May 4th, 2021 to May 14th, 2021.

\*\*\*Blocking is only available on less than 1% of CTV inventory

\*\*\*\*Reduction is compared to observed monitoring-only incident rate.