Next Gen Brand Safety Solutions

Brand Safety and Suitability Filters

OVERVIEW

Comscore Activation™ goes beyond the typical binary approach to brand safety with robust brand safety and brand suitability filters to help marketers and media companies achieve optimal campaign protection across display, video, mobile, CTV, and podcasts without sacrificing reach and ROI. This solution enables advertisers to pursue their desired advertising strategy without worrying about unwanted negative associations.

Comscore's proprietary categorization technology crawls billions of URLs and videos each month and takes into account the true essence of the page and/or video– not just URL or keywords – by applying non-linguistic contextual profiling – known as Pattern Profiling – across hundreds of thousands of topics to provide a highly-accurate appraisal of safety.

This methodology allows Comscore to provide brand suitability tiers which give advertisers the ability to fine-tune their brand safety applications based on risk tolerance. Clients can combine High/Medium/Low risk segments with numerous descriptive filters and custom keywords and phrases to protect campaigns based on their unique brand needs.

DESKTOP

CONNECTED TV

PODCASTS

MOBILE

WHY COMSCORE?

ALWAYS ON

Provides peace of mind with brand protection coverage that updates in real-time at the appropriate risk threshold.

NON BINARY

Provides nuanced levels based on risk tolerance, avoiding an all or none approach seen with a strict block list.

AVOID KEYWORD UPDATES

Intelligent categorization technology employs machine learning, so segments evolve with new terminology.

Brand Safety Segments

- Accidents
- Alcohol
- Click-Baiting
- Crime/Violence
- Gambling
- Health Issues
- Illegal Drugs

- Manga/Anime
- Misinformation
- Negative News
- Not Safe for Work
- Offensive
- Online Illegal
- Porn

- Terrorism
- Tobacco
- UGC
- Weapons
- Content Ratings (G)
- Content Ratings (PG-13)
- Content Ratings (R)

Brand Suitability Segments

- Adult content
- Alcohol
- Arms & ammunition
- Crime & violence
- Death or Injury

- Epidemic
- Hate Speech
- Illegal drugs
- Military conflicts
- Profanity and Obscenity

- Terrorism
- Tobacco/vaping
- Violation of Human Rights

Brand Suitability Risk Levels

HIGH RISK

Main content relates to brand suitability category and/or is related to death, if applicable.

MEDIUM RISK

Media content or entertainment content related to brand unsafe category but does not have death implications.

LOW RISK

Content outside the main content article such as educational content, side bars and recommended/ related articles related to the category.

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email **learnmore@comscore.com**.

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