Page Guard:

Our Commitment to Advertiser Safety

Page Guard is a unique four-tier verification system committed to providing advertisers with a safe environment to run their campaigns

Exponential offers Page Guard to advertisers as a proactive solution to block ads from appearing on inappropriate content.

Site-level Verification

Leveraging our direct publisher relationships, we only serve ads where we can verify the URL of the page with 100% certainty.

- We generate unique, encrypted ad tags for every device/browser that contain code to ensure that they cannot be tampered with.

- Our ad tag technology prevents unwanted fraudulent inventory that is generated when bad actors hide the actual page URL inside multiple frames.

Domain-level Verification

Because we know the URL of each page on which we serve ads, we also know with 100% certainty the domain of the site.

- When we partner with a publisher, we manually vet and approve each domain.

- If a publisher places our tags on an unapproved domain, our system will prevent an ad from serving on that domain.

- As a result, ads will only run on domains that have passed our stringent publisher approval process and where we can 100% verify the domain of the page.

Page-Level Verification

Pages are scanned daily according to traffic priority. Our proprietary page-level contextualization technology then categorizes these pages, assessing the safety of the content. In the event a page is deemed to be an unsafe brand environment,

- Exponential will not serve an ad. Each unknown page is downloaded and evaluated using syntactic and semantic analysis and link structure to determine the specific topic of the page.

- Any page that has questionable content is marked unsafe and is removed from the network

Direct Publisher Integration

Page URL verification is made possible because of Exponential's commitment to direct publisher relationships. This enables us to:

- Ensure our tags are placed directly on the page, or

- Add code to their site to read the URL of each page on which our tags are placed

Page Guard can also be leveraged to verify alternative inventory sources. The same manner of verification that is used to examine the URL of a page within Exponential's preferred publisher network can also be applied to a wide variety of inventory sources, including exchanges. If we cannot verify the URL of the page, PageGuard will prevent our system from serving an ad.