

TagScan

Digital publishers frequently leverage a number of channels for advertising revenues that include exchanges, networks, trading desks, and direct buys leveraging 3rd party ad tags and a growing number of 4th party tags. All of these have the potential to introduce latency, distribute malware, and collect unauthorized data. Adometry's TagScan is the first product to give publishers visibility and control into what may be running on their sites.

Publishers Losing Control

When a web site accepts a 3rd party ad tag, they are giving up control. There are now hundreds of companies in between advertisers and publishers opening publishers up to a number of potential issues:

- Data Leakage – 4th parties may drop cookies, Flash cookies, or other technologies to capture visit data without permission
- Site Performance – Extra ad latency and violation of ad specifications can lead to a poor visitor experience, a loss of traffic, and a loss of revenue
- Malware – At any point during the ad flight malware may be introduced, infecting visitors and leading to site blocking or worse

TagScan

Adometry's TagScan gives publishers the transparency and controls to enforce policies and identify issues, both before trafficking an ad and with ongoing monitoring of the site. TagScan can alert ad operations teams before issues get escalated or become crises.

TagScan benefits for online publishers

- Enables publishers to test both ad tags and entire web pages for all 3rd party activity, as well as tag performance (creative size, latency).
- Can be configured to test ad tags or web pages repeatedly, to monitor any changes or additions that an advertiser may have made.
- Gives publishers the ability to take control of their site and enforce their policies around data collection, creative performance, and more.

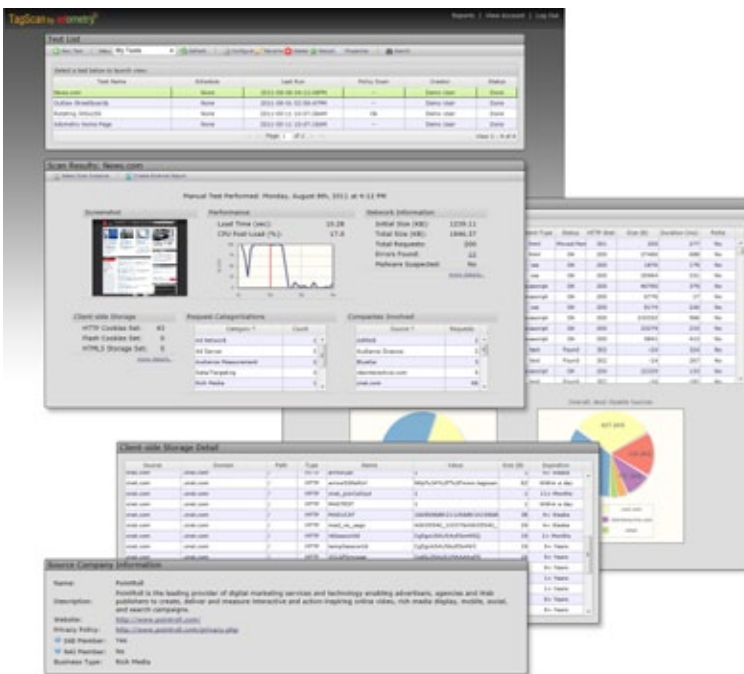
TagScan also provides analytics functionality such as searching by company involved in any tag or URL tested, category of company involved, or originator of test. Allows a publisher to see quickly the number of violations for a particular company or group of companies. Summary reports across all scans allows publishers to see averages across all tests for metrics such as load time, CPU utilization, size, malware, etc. TagScan tests and alerts on excessive CPU utilization and Blank Ads being served.

TagScan Key Features

- Monitors specific ad tags or entire web pages
- Reports on the size and performance of tags and pages, including 3rd party calls
- Distinguishes between polite calls (after page loads), and immediate calls that impact page load times
- Schedules tests to run at regular intervals and sends an alert upon any changes
- Customizable policy creation to match publisher ad tag specifications
- Monitors which 3rd party companies are called, with descriptions of nearly 300 tracking companies
- Lists exactly what companies are using cookies to track users, including Flash cookies
- Searches all tags on site for a specific vendor
- Finds errors that cause ads to fail or load slowly
- Generates a full creative or webpage screenshot
- Enables publishers to filter invalid traffic and increase average quality

Delivery Platform

As part of Adometry's Ad Analytics platform, TagScan is delivered via software service (SaaS) collecting and reporting in real time. A browser-based dashboard puts important tag verification information at the publisher's fingertips without the need for separate testing and reporting tools.



TagScan identifies and classifies files from thousands of tracking and serving companies.

About Adometry

Adometry provides scoring, auditing, verification, and attribution metrics to optimize results for online advertisers, agencies, publishers, and ad networks. Tracking billions of impressions in real-time, reporting on where they appeared, for how long, and to what effect; the Adometry mission is to bring greater levels of transparency and accountability to the online advertising industry. Headquartered in Austin, Texas, Adometry is privately held and backed by Sierra Ventures, Austin Ventures, Shasta Ventures and Stanford University. For more information visit www.adometry.com.



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