**The Trust Metrics Difference**

**Safety**

**What we are not:** Page-level blocking
Overly ambitious page-level measurements can lead to inaccuracy and false positives. It’s impossible to crawl every page for every impression so corners are cut and data is extrapolated. Pages may be cut for words like "sex" even when they’re located in UGC and eventually removed through moderation when the article itself might be perfectly acceptable.

**What we are:** Site-level & comprehensive
Trust Metrics utilizes a site-level, all-encompassing look at the publisher’s commitment to quality content that is absent of profanity, hate speech, violence, nudity, and other types of adult content. Safety is a product of publisher intent and integrity.

**Why it matters:** The intent of the domain
There will never be a good article about finance on a racy celebrity gossip site, and even if there were it would be surrounded by salacious content that a finance brand would not want to align with. It’s important to understand the intent of the domain in the planning stage, then layer any necessary page-level blocking after the fact.

**Quality**

**What we are not:** "Quality" as another term for safety
The term “quality” is often defined by simply a lack of safety concerns. We do not roll up keyword analysis and other safety measurements to an overall quality score, but rather create an overall safety score that is independent of quality. Our quality score is built on the presence of high quality publishing features, so when we say a site is high quality we actually mean it.

**What we are:** Data-driven & in-depth
We offer an in-depth, data-driven look into all the various aspects of a publishing environment. We look at thousands of data points to determine features like contributor quality, frequency of updates, depth and breadth of content, ad-to-edit ratio, user experience, and overall professionalism of the publisher.

**Why it matters:** The qualities of good publishers remains unchanged
We’re able to distinguish amateur blogs from professional content, gaming from porn, and legitimate editorial from fraudulent fluff. We measure traditional publisher features that are not being quantified by any of your other technologies.

**Fraud**

**What we are not:** A reactive measurement of non-human traffic
There are many data points that go into our analysis of fraud, but individual users of the site is not one of them. We look at overall traffic patterns and pair them with reasonable traffic expectations for comparable sites. This helps eliminate bad actors before they get onto a plan, and prevents sites like ESPN.com or CNN.com from being blacklisted just because of crawlers and content scrapers that third-parties often run on those sites.

**What we are:** Proactive & progressive
Non-human traffic is unavoidable and not always synonymous with fraud. (Our crawling of sites is an example of benign NHT.) We detect the worst offenders before any impressions are run. Our quality ratings have been picking out sites with little to no content, repetitive pages, recycled stock images, ad clutter and other indicators of publisher fraud way before fraud was a hot-button issue. If the site isn’t worthy of carrying significant human traffic it isn’t worthy of brand advertising.

**Why it matters:** We remove fraud before it hurts your campaign
We work proactively to keep bad actors out of the ecosystem. Publisher fraud thrives when reactive technologies give them just enough time to get their money out and begin the cycle again.
**Customization**

**What we are not:** **Keyword blocking**  
Keyword blocking is limited by the same factors as standard safety measurements. Proper protection often comes with a significant level of false positives. We use keyword list to gain higher insights into a brand’s sensitivities, then apply those sensitivities to avoid that content at a publisher level.

**What we are:** **Brand-specific & human-powered**  
All of our measurements are customizable. This results in an infinite number of ways to ensure our ratings match a brand’s specific needs. We can adjust our tolerance for quality, ad clutter, UGC, safety, adult content, site context or intent (type of site,) or any other custom variable a brand or agency can think of.

**Why it matters:** **Safety in the eye of the beholder**  
No two brands are the exactly alike in their needs, goals, and sensitivities so why should they use the same whitelist? A site that might be too edgy for a family brand might be perfect for an energy drink company. We believe each brand deserves (and frankly, requires) complete customization to reach their target.

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**Whitelisting**

**What we are not:** **Page-level blacklisting**  
Blacklisting has been proven over and over again to be insufficient. Sites with safe pages can be categorized as "high quality" and put on whitelists. However, a safe page does not make a safe site and those sites should not be making it onto your plan. Remember, there is a finite number of appropriate sites for a particular campaign, but an endless supply of inappropriate content.

**What we are:** **A highlight of the best on the web**  
All of the above comes together in a symphony where brands align with the best content. All impressions are served in places aligned with your audience and brand messaging, with all questionable content eliminated from the equation.

**Why it matters:** **A more future-proof solution**  
Blacklists can never keep up with changing inventory. The worst sites on the internet are here today and gone tomorrow, rendering blacklists irrelevant just as quickly. Proactively picking quality placements ensures your brand will be on trusted and vetted sites throughout your entire campaign.

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**Implementation**

**What we are not:** **Another tag**  
The last thing any campaign needs is another tag to implement. The reactive approach of a tag simply eliminates, at a page level, any impression that is potentially unsafe. All other impressions are treated as equally acceptable. We can provide pre- and post-campaign analysis into your best impressions and provide reasons why they did or did not perform well.

**What we are:** **A whitelisting service**  
Our site crawling begins and ratings are generated before the flight of the campaign. White lists are drafted, negotiated, adjusted, and finalized before a single impression is served. This ensures all impressions will be safe and optimized and prevents any surprises during the campaign. Proactively highlighting the best impressions is simple, efficient, and lets each individual partner implement their custom whitelists through their existing systems.

**Why it matters:** **Simplicity and diversity**  
Our unique methodology allows us to approach digital advertising from an entirely different perspective, which leads us to catch many issues that legacy technologies miss.

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