# AD QUALITY

PubGalaxy

# HOLISTIC AD QUALITY MANAGEMENT

Having the right tools is important, but so is knowing how to use them. Our Ad Quality team combines advanced technology and manual monitoring to ensure maximum brand safety and a seamless user experience.

## FIRST LINE OF DEFENCE
AGAINST MALICIOUS ADS

- We monitor every ad impression.
- Preventively blocking ad redirects.
- Safe ads are served automatically and immediately.

Percentage of bad ads detected and blocked by PubGalaxy in 2020.

# REAL TIME AD SCANNING PROCESS

STEP 1

Publisher and PG standard blocklist implemented

STEP 2

Launch real-time preventive scanning with GeoEdge

STEP 3

Assuring there's no ad redirects/ file downloads or phishing ads.

STEP 4

Manual check-ups for ads that have slipped through the filter.

STEP 5

Detected advertisers and sources of malicious & inappropriate ads compiled.

STEP 6

Daily updates to blocklists on an SSP level.

## AI DETECTION

An advanced algorithm that detects malicious ads, which can sometimes bypass industry-standard filters.

## REAL-TIME SHIELD

Preventive and real-time blocking, allowing for bad ads to be filtered out before being loaded on the website.

## 24/7 SUPPORT

Integrated ticket system, allowing you to report an issue or request help by a specialist at any time.