

MediaMath Launches Its Curated Market, Guaranteeing High Quality Audience Reach on Brand Safe Content

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NEW YORK, April 13, 2017 /PRNewswire/ -- MediaMath, the leading independent programmatic company for marketers, today announced the launch of its Curated Market, a product that unites advertisers' need to gain access to their best customers and prospects at scale with the requirement that those audiences are reached in premium, high quality media.



The Curated Market leverages MediaMath's global audience platform and unparalleled cross-device footprint to bring programmatic marketing to the next stage of its evolution. Today, more than 7,000 advertisers (70% of our client base) and 500 publishers are participating in the Curated Market. The offering has two core components:

First, cross-device audience reach. MediaMath clients rely on our Data Management Platform to manage their marketing messages to customers and prospects across channels and devices. MediaMath's Curated Market will make those audiences available, in real time, to participating publishers, exchanges and SSPs. Those publishers have prioritized Curated Market demand and are able to immediately recognize and target those users.

Second, high quality, brand safe, premium media. The Curated Market employs a stringent set of brand safety standards and protocols:

- Focus on large scale, high quality publishers based on ComScore
- Privileged access to high priority inventory in the publisher ad server
- Transparent, validated URLs only
- Most direct technical execution path to validated URLs
- An evolving and dynamic Universal Block List of restricted content
- Exclusion of most user generated content, specifically in environments or on publishers that do not support content monitoring, verification and blocking
- Integrations with leading providers of third party verification platforms to provide brand safety filters
- Proprietary Suspicious Traffic Filter inside MediaMath's platform
- Exclusion of sites or content promoting illegal activity, hateful or distasteful rhetoric

More on MediaMath's Supply Source Policy can be found on our website, available [here](#).

Combined, these industry leading standards provide MediaMath clients with outstanding media quality, greater audience reach against their most valuable audiences, and better performance. In our beta testing, one major US retailer, when compared to the open auction, saw a 50% reduction in CPAs and a 3x improvement in response rate. In the same testing period, a major internet television provider saw a 40% increase in unique reach and a 12% increase in conversions when compared to their open auction strategy.

MediaMath clients also have the ability to opt out of all user generated content – often the source of brand safety issues – paying only for secure, brand-safe inventory across all channels including display, social and video.

To help ensure MediaMath stands by the brand safety promise, MediaMath clients using the Curated Market will not pay for media if it does not meet the agreed upon criteria at the publisher level. Specifically, if advertisers find their ads are run on previously determined unsafe inventory they will be credited with a refund for those impressions by MediaMath.

Joe Zawadzki, Chairman and CEO of MediaMath, said: "Digital advertising has long promised the ability to change how marketers interact with their customers, but the ubiquity of channels and content means marketers need to be more selective. The Curated Market offering provides transparency and hygiene in execution and reporting, audience addressability at scale and accountability for actors in the digital ecosystem, across all channels. It will change the way marketers think about buying ads."

MediaMath's Curated Market sets a new standard for media performance and brand safety and will significantly improve performance as brands and agencies tap into a premium, highly curated set of inventory, all driven by market demand for audience reach.

About MediaMath

MediaMath's technology and services help brands and their agencies drive business outcomes through programmatic marketing. We believe that good advertising is customer-centric, delivering relevant and meaningful marketing experiences across channels, formats and devices. Powered by advanced machine learning algorithms that buy, optimize and report in real time, our platform gives sophisticated marketers access to first-, second- and third-party data and trillions of digital impressions across every media channel. Clients are supported by solutions and services experts that make it simple to activate our technology. Since launching the first Demand Side Platform (DSP) in 2007, MediaMath has grown to a global company of nearly 700 employees in 15 locations in every region of the world. MediaMath's clients include all major holding companies and operating agencies as well as leading brands across top verticals.

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