


Verity™ Targeting with Xandr

Apply Verity™ pre-bid segments to your Invest DSP campaigns for contextual targeting, brand safety & suitability protection at scale, or implement Verity™ data in your DSP of choice via PMPs using Xandr Curate.




Content Categories

- travel
- off-road vehicles
- automotive

Keywords

- Mini Countryman
- buying
- miniature MINI
- CAR



Page Safety & Sentiment

- safe overall
- none of the 9 categories detect
- positive tone

What is Verity™

→ **Verity™ comprehensively** scans text, images, audio and video to derive human-like understanding.

→ **Verity™ is the first and only** independent ad tech platform that is MRC accredited for content-level analysis for contextual targeting, brand safety and suitability.

What you gain

→ **More Accuracy, Less Wasted Impressions:** Targeting at the content-level ensures contextual accuracy & suitability.

→ **Greater Scale in Premium Environments:** Scale across premium environments without blocking unnecessary content that is actually safe and suitable.

Key Benefits



Reach people in the right moment with real-time relevance at scale—without relying on cookies.



Get transparency as we unlock content-level analysis based on keywords, categories, threats/page safety, and sentiment.



Skip the manual maintenance of inclusion, exclusion, and keyword lists.



Activate with ease by applying Verity™ targeting solutions as segments within Xandr's Invest DSP or as PMPs in other popular DSPs through Xandr Curate.

To learn more, contact the Verity™ team at verity@gumgum.com.



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Target premium content at scale via Xandr's Invest DSP

Activate today

Step 1:

Choose your data provider

Select "GumGum Verity" as your Data Provider within Xandr's Segment Manager.

Step 2:

Select your segments

Select the relevant contextual, brand safety, and/or suitability segments you wish to add to the campaign.

Step 3:

Refine your targeting

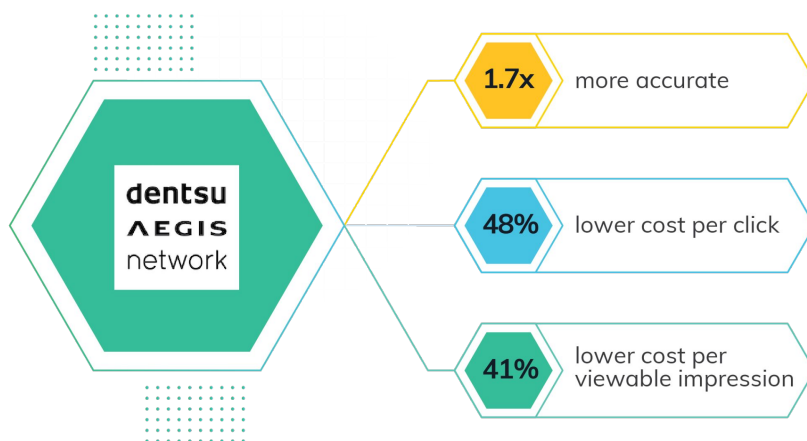
Add 'and/or' logic to further refine the campaign's targeting.

Set the segment(s) for inclusion or exclusion targeting.

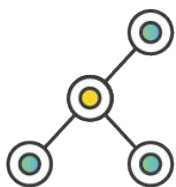
Verity™'s expertise outperforms other contextual vendors

1.7x More Accurate

A Dentsu Aegis Network study found that Verity™ was 1.7x more accurate than other contextual vendors. The study also revealed that contextual targeting achieved a 48% lower cost per click and a 41% lower cost per viewable impression than behavioral targeting.



Expand Verity™ data to major DSPs through Xandr Curate



Streamline your campaign launch by activating a single PMP to run across several DSPs through Xandr Curate, or easily conduct A/B tests across DSPs.



Receive exceptional service for the creation and troubleshooting of your PMPs, eliminating internal bandwidth and resource concerns.

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