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.

Key Benefits

1. Reach people in the right moment with real-time relevance at scale—without relying on cookies.
2. Skip the manual maintenance of inclusion, exclusion, and keyword lists.
3. 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.

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

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

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

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.

Verify™’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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