sovrn

Focused on a clean and safe marketplace

At Sovrn, we are proud to have one of the most robust site quality evaluation processes in the industry. Our Ad Operations team puts two sets of eyes on every domain that applies to join our exchange and uses a variety of third party tools and proprietary methods. Our 25 step exam ensures that every publisher in the Sovrn network is adding measurable value to our demand partners through real, engaged audiences, authentic and original content and viewable ad layouts. The full process takes no longer than 3 days.

tag REGISTERED tag IQG CERTIFIED tag CERTIFIED AGAINST PIRACY pixalate #1 GLOBAL SELLER TRUST INDEX

When a publisher first submits their domains for approval on the Meridian platform, a dedicated Operations Specialist (aka human) opens the site and does an initial functionality check.

The human then does a review of the domain's IP address and runs it against our IP database to look for any red flags indicating fraud.

Next, several third party tools are used to do a thorough check for suspicious traffic and fraudulent activity.

SimilarWeb   pixalate   Integral Ad Science   Copyscape   WHOis.net

If the site makes it past the first three key checkpoints, it's on to a thorough content examination. This exam confirms the following:

☑ The site does not contain copied content

☑ The site has a strong history of quality, dated content for a designated time period configurable to each demand partner; our standard is at least 4 months

☑ There is clear evidence of user engagement, such as comments and shares, not just on the domain itself but also on the site's affiliated social media channels

☑ Site-wide analytics such as bounce rate and time on site indicate real human behavior, not bot activity

☑ Any ads on the site already are high quality and do not include pop-under redirects, auto audio or other malicious units

☑ There are no more than five ad units per page

☑ All content is "safe for work"; no nudity, hate speech or porn

If the site passes all seven points in the content exam, the human will dig in even further to uncover any suspicious traffic patterns.

At this point, the first reviewer makes a decision about approval or denial based on their review. If the domain is approved, a second Operations Specialist double checks the approval decision by repeating steps one through five.

Upon double verification of a domain, we add the approved site to our demand whitelist. While we do maintain a domain blacklist, any domain that isn't associated to our whitelist is blocked from every demand partner we work with. Our true domain detection coupled with Forensiq domain detection ensure bad actors aren't gaming the system via domain spoofing.

FORENSIQ We create custom whitelists for many of our demand partners and can also ingest partners' global blacklists. This ensures all traffic sent through the Sovrn exchange is fitted to our partners' specific requirements.

In special circumstances only, the team makes suggestions for publishers in the review process to help them make content or ad layout improvements to reach compliance with our standards. We do our best to help publishers get into the network, but holding them to our strict quality standards is ultimately in our collective best interest.

Once a site is approved, it's not quite the end of the road. Our Traffic Quality Analysts constantly monitor traffic across our network using the following partners and tools to blacklist sites as needed.

Integral Ad Science

IAS inspects every impression across six contextual and fraud categories.

distil networks

pixalate

Distil and Pixalate blacklists are both ingested into our system.

FORENSIQ

Forensiq is mainly used to flag and filter Non Human Traffic (NHT) and domain masking.

Sovrn has prioritized stamping out fraud in the ad tech industry as a company-wide focus. We have been recognized by Pixalate and The Trustworthy Accountability Group (TAG), among others, for our relentless commitment to driving policy for a cleaner digital advertising ecosystem. We are also proud members of TAG's Anti-Fraud and Anti-Malware working groups.

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