



IMPRESSION QUALITY

Always deliver your ads to real people, in view and in a brand-safe environment

In the complex world of programmatic advertising, Amobee keeps you in control. Our industry-leading approach to fraud prevention and brand safety gives you access to the highest quality inventory possible to help you maximize the impact of your media budget.

Don't waste money on fake impressions.

Maximize your media spend when you take advantage of the triple protection the Amobee Marketing Platform offers on a platform-wide basis to our clients, at no additional charge.

Fraud prevention

Our unique solution consists of the application of bot, site, and mobile app block lists from DoubleVerify in real-time plus Amobee-developed patent-pending AI diagnostics that can identify suspicious activity by very short-lived bots and automatically block them globally in seconds. In fact, our AI diagnostic solution alone almost doubles the amount of ad fraud we identify and block from the bidding process. This comprehensive solution operates at industry leading ad fraud-free levels of 99%+.

High-quality authorized inventory sources

We demand our inventory partners adhere to strict guidelines and we constantly monitor our platform to make sure nothing suspicious is going undetected. All unauthorized and counterfeit inventory identified through the ads.txt initiative is automatically removed from the bid stream, too.

Comprehensive refunds*

In the event your campaigns have been exposed to fraudulent impressions, we want you to know we have your back. Amobee goes beyond crediting portions of our tech fees in cases of invalid traffic. We have agreements in place with our inventory exchange partners to facilitate a joint process for refunding media costs as well for any validated fraudulent activity.

**Refunds are available to MSA clients; additional restrictions may apply.*



Don't miss an opportunity to have your ad seen.

Amobee's sophisticated machine learning delivers the type of viewability results marketers expect. In fact, the Amobee viewability optimization algorithms have set new industry standards for video and display campaigns. Our unique approach utilizes industry-leading MRC-accredited viewability technology and advanced algorithms to predict viewability rates at bid-time, delivering in view rates up to 30 points higher than the Internet average. All while minimizing the time required when using conventional pre-bid concepts to manually adjust campaigns in-flight by up to 70%.

Don't put your brand's reputation at risk.

Be confident your ads only appear next to the content you choose. From selecting the page quality, blocking objectionable or off-brand content, customizing contextual keywords, and whitelisting and blacklisting, the Amobee platform includes all the tools needed to protect your brand.

Partners & certifications

