THE MEDIA TRUST
Digital Safety. Delivered.

Safeguarding Consumer Experiences

Empowering Digital Trust & Safety on Websites and Apps

Great consumer experiences have never been more integral to publishers' monetization efforts. Keeping consumers safe from the ever-growing amount of digital dangers, contentious ad content, and illicit data tracking requires a trust and safety partner with both a robust platform and security expertise.

The Media Trust's real-time creative blocking and digital property monitoring ensure your website and app visitors are protected from unwanted and potentially harmful content. Our digital safety platform shuts down all varieties of malware, online scams, sensitive creative content, and heavy ads, so you can preserve user experience and better monetize and govern your digital assets.

SECURITY

Via real-time blocking, shield your visitors from malware, redirects, online scams, risky partners, and more across programmatic, native, and video.

DATA

Leverage insights into data tracking, vendor impact on user experience, and violation attribution via direct communications with digital partners.

CONTENT

Client-side scanning ensures compliance with technical, sensitive content, and custom policies for direct and indirect campaigns.

SOLUTIONS FOR DIGITAL TRUST & SAFETY

DTS Direct

Check pre/in-flight campaigns for 60+ technical policies (e.g., file size, extraneous connections), including analysis of ad tags, creatives, and landing pages.

DTS Programmatic

Block unwanted ad content (e.g., 50+ sensitive categories like Adult, Gambling, Weapons, etc.), heavy ads, and malicious activity (redirects, backdoors, keystroke loggers, exploit kits, online scams, phishing, fraud, and more).

DTS Governance

Authorize and prohibit vendors on your properties; monitor vendor impact on performance via cookies and JavaScript; audit how 3rd, 4th, 5th parties get on your properties; and ensure regulatory compliance and honor consumer privacy preferences.

UNPARALLELED EXPERTISE

Discovery Engine
100K+ unique profiles in more than 550 geos

Data Quality
100% 1st-party data minimizes false positives

Experience
~20 years protecting consumers and ensuring compliance

Support
On call 24/7/365 plus dedicated CSM

Scale
Used by the largest digital publishers and platforms

Comprehensive
Go beyond ads to protect entire consumer experience

BENEFITS

Revenue
Replace bad ads to optimize monetization

Efficiency
Excise manual tasks and optimize workflows

Precision
Only block bad and unwanted ads to avoid missing revenue opportunities

Ease
Maximize performance via easy-to-deploy and customizable integrations

Insight
Analyze all data activity and see how vendors are affecting user experience

Block
Shut down malware and avoid content that does not reflect your values

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