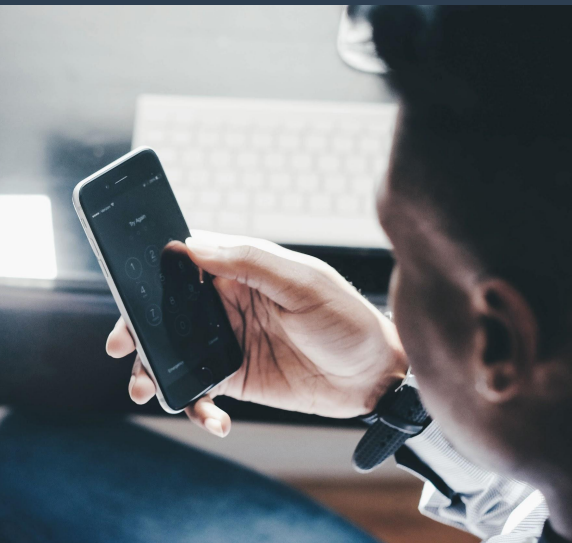


StackAdapt

StackAdapt is the No. 1 performing native advertising platform helping brands accelerate customer engagement and acquisition. Its state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience.



Goal

At its founding in 2013, StackAdapt recognized the importance of brand safety and fraud detection as integral to its offering. The company prides itself on a strong anti-fraud standpoint and sought to guarantee that every ad impression passing through its platform is verified. It understood it had to take quality control very seriously before taking its flagship product to market, and sought to choose the right partner to work with.

Outcome

StackAdapt selected Forensiq as its verification partner and integrated the company's sophisticated pre-bid solution to start detecting invalid traffic from exchange partners as part of a quality assurance process. StackAdapt's platform consults Forensiq to evaluate the traffic quality from its partner domains and exchanges before bidding on them. Forensiq's pre-bid invalid traffic prevention tool has been instrumental in supporting StackAdapt's proactive and robust risk management processes.

86%

StackAdapt's fraud risk improvement vs TAG's 2017 benchmarks

16%

StackAdapt's fraud risk improvement vs. TAG's 2017 Certified Channel benchmarks



"StackAdapt has no tolerance for fraud traffic and Forensiq is valuable partner in helping us establishing that first line of defense"

– Michael Shang, Programmatic Partnership Manager