



IAS EXPANDS BRAND SAFETY AND SUITABILITY MEASUREMENT FOR YOUTUBE TO INCLUDE PERFORMANCE MAX AND DEMAND GEN CAMPAIGNS

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Global Advertisers Can Now Access IAS Brand Safety and Suitability for Performance Max and Demand Gen as part of Total Media Quality for YouTube

NEW YORK, June 17, 2024 /PRNewswire/ -- Integral Ad Science (Nasdaq: IAS), a leading global media measurement and optimization platform, today announced the expansion of its industry-leading Brand Safety and Suitability Measurement product for YouTube to include reporting for Performance Max and Demand Gen campaigns on Google Ads.



"IAS is committed to providing advertisers valuable third-party assurance that their campaigns are running adjacent to brand safe and suitable content, and we're excited to provide further safeguards for their campaigns across YouTube," said Lisa Utschneider, CEO of IAS. "Our best-in-class measurement solutions coupled with Performance Max and Demand Gen will provide the actionable data needed to drive efficiency, scale, and safety."

Performance Max is Google's latest campaign type, enabling advertisers to access all Google Ads inventory through a single, unified campaign. Advertisers who adopt Performance Max see an average increase of 27% more conversions or value at a similar CPA/ROAS, even when they're already using broad match and Smart Bidding in their Search campaigns. (Source: Google Data, Global, Ads, October - November 2023.) This innovative campaign type simplifies the advertising process by eliminating the need to manage multiple campaigns, allowing advertisers to reach their goals more efficiently across the entire Google Network.

In addition, IAS's Brand Safety, Suitability Viewability, and Invalid Traffic (IVT) Measurement will now also be available for Google Demand Gen campaigns for YouTube In-Stream and YouTube Shorts. Demand Gen is a new Google ad solution that helps advertisers find and convert consumers with immersive, relevant and visual creatives that grab attention and spur action in the right moment. Demand Gen reaches up to three billion users monthly, combining the best of Google & YouTube's visual surfaces, powered by Google AI. (Source: Google Data, July 2023.)

With this enhancement, IAS will provide global advertisers with:

- **Third-Party Assurance***: Verification that ads running on Performance Max and Demand Gen campaigns appear alongside brand-safe and suitable content, adhering to the Global Alliance for Responsible Media (GARM) framework.
- **Data-Driven Insights**: Accurate analysis of brand suitability trends empowers advertisers to make informed, data-driven decisions.
- **Global Coverage**: Comprehensive verification of YouTube content in over 30 languages for key international events in 2024 and beyond.

In March 2024, IAS announced earning [MRC accreditation for integrated third-party calculation and reporting of YouTube video viewability](#). In December 2023, IAS announced the availability of [its Total Media Quality \(TMQ\) brand safety and suitability measurement across YouTube Shorts](#), offering advertisers expanded coverage for advanced Brand Safety and Suitability Measurement.

*Note: IAS Brand Safety & Suitability verification is inclusive of YouTube in-stream, YouTube Shorts, and Google Video Partners for Performance Max, and YouTube in-stream & Shorts inventory for Demand Gen.

About Integral Ad Science

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.

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