

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934**

Date of Report (date of earliest event reported): August 8, 2023

INTEGRAL AD SCIENCE HOLDING CORP.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

001-40557
(Commission File Number)

83-0731995
(I.R.S. Employer Identification Number)

**12 E 49th Street, 20th Floor
New York, NY 10017**
(Address of principal executive offices)

646 278-4871
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol</u>	<u>Name of each exchange on which registered</u>
Common stock, par value \$0.001	IAS	The Nasdaq Stock Market LLC (Nasdaq Global Select Market)

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

In a press release issued today, IAS announced an exclusive partnership with X to provide advertisers with its industry-leading pre-bid Brand Safety and Suitability product across the social media platform. IAS expects the agreement will be immaterial to revenue and profitability in 2023.

The press release attached hereto as Exhibit 99.1 is incorporated herein by reference.

The information contained in Item 7.01, including Exhibit 99.1 furnished herewith, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities under that section, nor shall it be deemed incorporated by reference into any registration statement or other documents pursuant to the Securities Act of 1933, as amended (the “Securities Act”), or into any filing or other document pursuant to the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description of Exhibit</u>
99.1	<u>Press Release dated August 8, 2023.</u>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 8, 2023

INTEGRAL AD SCIENCE HOLDING CORP.

By: /s/ Tania Secor

Name: Tania Secor

Title: Chief Financial Officer

IAS Announces Exclusive, First to Market Partnership with X to Provide Pre-Bid Brand Safety and Suitability

Brand Safety & Suitability Optimization controls to provide advertisers with greater confidence across X

New York, NY – August 8, 2023- Integral Ad Science (Nasdaq: IAS), a leading global media measurement and optimization platform, today announced an exclusive partnership with X to provide advertisers with its industry-leading pre-bid Brand Safety and Suitability product across the social media platform.

“At X, balancing free expression and platform safety is our number one priority - and we are proving these two things are not at odds,” stated Linda Yaccarino, CEO, X.

“Growing our partnership with IAS offers brands a new level of protection and transparency as they continue to grow on X.”

Powered by cutting-edge, machine learning technology, IAS’s pre-bid Brand Safety and Suitability product provides marketers with greater control and optimization of quality media investments. IAS will now provide valuable third-party affirmation that brands running ads on X are appearing in brand safe and suitable environments as defined by the Global Alliance for Responsible Media (GARM) framework.

“By activating IAS’s pre-bid optimization solutions, marketers can ensure their campaigns prioritize only quality inventory that is brand safe and suitable,” said Lisa Utzschneider, CEO, IAS. “We’re proud to be the first and only pre-bid brand safety and suitability partner with X and look forward to furthering the company’s commitment to transparency by giving marketers greater control through solutions that safeguard a brand’s interests and drive brand equity.”

IAS’s data-backed brand safety and suitability products help ensure high quality media placements, further demonstrating IAS’s commitment to bringing even greater trust and transparency to all aspects of the digital measurement landscape.

With this expansion, IAS leads the industry in providing end-to-end support for marketers on X, with a full array of solutions from measurement to optimization.

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.

Contact: press@integralads.com