



Safety, Transparency and Trust

sovrn Your Solid Source of Supply

Sovrn led the way in weeding out substandard inventory back in 2014. Today, trust, transparency and brand safety are at the top of our agenda. Sovrn's robust 25+ step process ensures that we maintain an exchange where you can buy with confidence. Detailed audits and continuous monitoring of our sites and the ads we deliver help to keep our network clean.

Only 44% of Sites Make it Through Our Checks

Two Ad Operations specialists separately hand review every domain that applies to join our exchange, using a range of tools including Integral Ad Science (IAS), Picalate and SimilarWeb along with our own human integrity processes.

Blacklist and Anti-Domain Spoofing

We keep feeding our extensive blacklist, using partners like Picalate. Our own in-house technology domain detection coupled with Forensiq helps us ensure bad actors aren't gaming the system via domain spoofing. We also support the Ads.txt initiative as it proliferates across the industry.

Site Quality

Constant checks with IAS, SimilarWeb, Picalate and Forensiq deliver alerts when there is a drop in the quality of site content, traffic, engagement and viewability metrics, so we are always on top of our game.

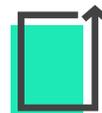
Malicious Ad Prevention

Our partnership with Confiat allows us to scan every single ad for malicious activities such as malware & redirects every second of every day, so we can stop them before they reach our publisher's sites, delivering a safer user experience for our publishers.



Trustworthy Accountability Group (TAG) Certified

BPA Worldwide has independently certified us in all four TAG programs: IQG, Anti-Piracy, Anti-Malware and Anti-Fraud.



Coalition for Better Ads Member

We are a member of the Coalition for Better Ads to help improve consumers' experience with online advertising.



ABC / JICWEBS / DTGS - UK

Sovrn is certified in the UK by ABC JICWEBS Digital Trading Standards Group (DTSG) Good Practice Principles.



Picalate Number One Ranking

Sovrn is often ranked as the number one trusted inventory source in the Global Seller Trust Index.

