

# VARICK | Varick Quality Code

Our Approach to Brand Safety & Top Level Care

## Advertising Should Be A Positive Tool For Your Brand

Today's digital marketer is no stranger to what lurks beneath - constantly facing concerns surrounding brand safety, viewability and ad fraud. In addition, there are growing issues about how a brand's consumer data is being handled once it has been gathered.

We take the offense by upholding a rigorous process that protects brand health with the Varick Quality Code.

### Varick Quality Code

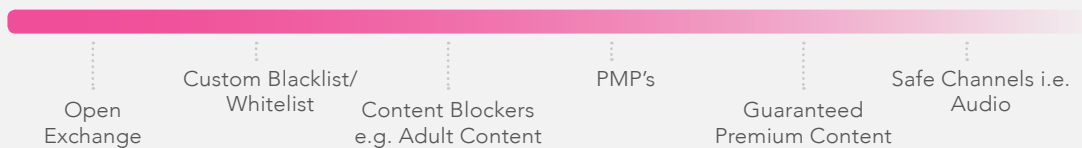
The Varick Quality Code is a system of procedures to protect your brand's health across all channels. We manage ad fraud, viewability, data privacy and compliance to ensure the success of your campaign.



## Integrated Approach to Media Quality & Data Compliance

### 1. EVALUATE INVENTORY QUALITY & SOURCES

A spectrum of quality inventory is designed to achieve your goals & maximize reach



### 2. EMPLOY THIRD PARTY MEASUREMENT FOR ACCOUNTABILITY

A spectrum of quality inventory is designed to achieve your goals & maximize reach

Pre-bid: IAS segments are used on every campaign

Post-bid: Measurement partners deliver performance metrics that drive optimizations



### 3. DETERMINE CUSTOM ALGORITHMS

Varick algorithms act as a double filter when it comes to eliminating fraud and boosting performance.



Flag bot activity



Block non-viewable placements



Block video players with low completion rates

### DATA COMPLIANCE

Throughout this stringent process, the data we collect on your consumer is protected.

We are compliant with the strictest global measures.

In addition, we are always looking ahead to the newest regulatory trends in order to maintain the highest level of data protection.