

Confiant for DSPs

Ensure policy enforcement with the fastest solution for timely creative verification.

Don't put yourself at risk for a loss of access to premium inventory, lost revenue, and attacks from bad actors.

Did you know?

Categorization mismatches are responsible for

51%

of total publisher blocks.

Best-in-class, fully customizable, built exclusively for DSPs.



Protect your SSP relationships and access to premium ad inventory by improving creative quality reputation



Ensure creatives remain compliant even after leaving your hands with multiple checkpoints across the ad ecosystem



Reduce customer complaints to Ensure uninterrupted access to premium inventory



Protect revenue with extensive and reliable categorization to prevent unnecessary last-minute blocking

Key Features

Simple API

Flexible integrations that offer pre-flight validation and continuous scanning of real-time bidding creatives, ensuring superior quality and security.

Publisher Block reports

Download insights into what publishers are blocking, and make necessary adjustments to avoid over blocking and loss of revenue.

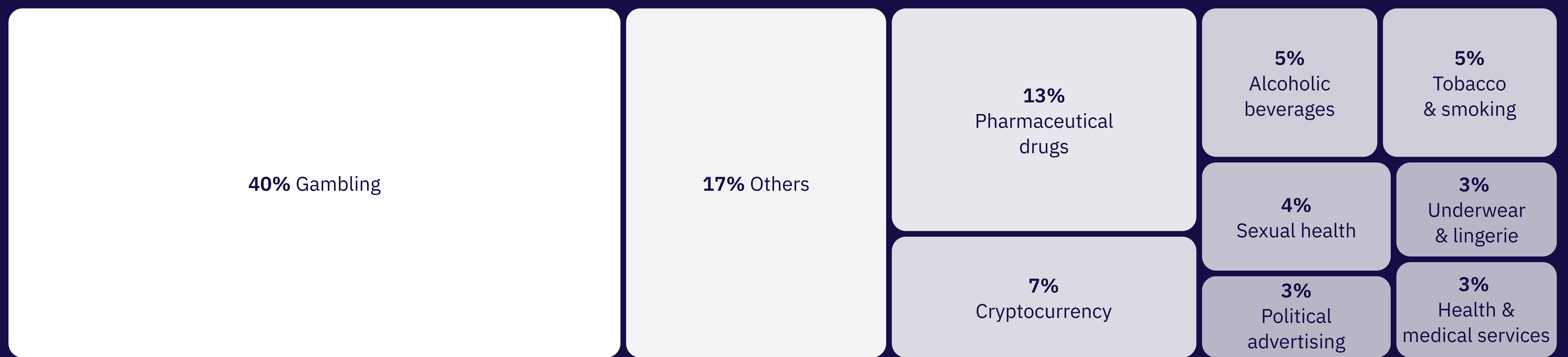
Creative Search

Rapidly search through millions of creatives to find those that are problematic, and give your compliance teams visibility into everything that's running at one time

Other Features Include

- ✓ Leading Ad Tech Security Innovator
- ✓ Customizable Reports
- ✓ Automatic Classification by Brand and Category
- ✓ Customizable Quality controls
- ✓ Sensitive Imagery Detection
- ✓ Total Creative Intelligence

Most blocked categories



“Other” includes over 100 other categories. Data represents H1 2022.

Trusted by the Top Platforms and Publishers



“With the support of partners like Confiant – we will continue to innovate and stay ahead of the curve so publishers can focus on creating content, building audiences, and increasing revenue.”



“Confiant’s technology proved to be the best fit for our needs.”



“Confiant is the right vendor with the right stance and the right team.”



40,000+

Premium Sites Protected

2.5 billion

Client Side Impressions Monitored Daily

200 billion

Server Side Auctions Monitored Daily

80+

Malvertising Techniques Mapped

Confiant is the cybersecurity industry-leader for ad tech –specializing in detecting and stopping online attacks –as they happen. Now, businesses can stay protected and instantly take back control of the internet browsing experience, with the ultimate ad quality, ad security, and anti-malvertising solution–whether they are owners of the infrastructure serving that experience, or the device on which the person is receiving that experience. Leverage the most intelligent ad tech infrastructure with the data and actionable threat intelligence needed to maximize your protection. Since 2013, Confiant has upheld the safety of, and has protected online users and organizations of all sizes. And after 100+ years of combined experience in online security, their world-class team built the world’s only Malvertising Matrix that maps the tactics, techniques and procedures in malvertising today, so that you can stay one step ahead. Trusted by customers like Microsoft, Insider, and IBM.

Learn more at confiant.com or reach out to us at contact@confiant.com

