# Unparalleled Ad Quality

**CONVERSANT** ®

**Disclosure of front-end filtration techniques**

Conversant employs the following filtration techniques upon evaluation of a bid request. These techniques are designed to identify Invalid Traffic (IVT) and inhibit generating a bid for such traffic.

## IP BLOCKING

**Conversant maintains several sources of suspicious IP addresses that are blocked from bidding:**

- Integral Ad Science (IAS) IP List
- Trustworthy Accountability Group (TAG) Data Center IP List
- Internal Manual/Proprietary List

## USER AGENT BLOCKING

**Conversant maintains a list of user agents that are blocked from bidding:**

- Interactive Advertising Bureau (IAB)
- International Spiders
- Bots List

## IDENTITY RESOLUTION

**Our approach to serving ads catered to the individual has proven a highly effective natural shield against invalid traffic.**

- We continuously demonstrate IVT levels well below industry benchmarks.
- Bots don't buy: Whether malicious or not, bots don't have a purchase history.
- We maintain a huge pool of specifically identified individuals (no PII) based on transaction data and cookies.



We identity people deterministically (with no guessing).



We message users across their devices, browsers and mobile applications, and continue to interact with individuals after they move or change IP addresses.



Our match rate far exceeds industry averages, giving us plenty of people to advertise to, so we don't need bot traffic to look good.

## DISCLOSURE OF BACK-END FILTRATION TECHNIQUES

**Conversant employs the following filtration techniques upon the completion of serving an impression and receiving all relevant data for that impression.**

- General Invalid Traffic (GIVT) identification is tracked via third-party Media Rating Council (MRC) accredited vendor reporting.

- Sophisticated Invalid Traffic (SIVT) identification is tracked via third-party Media Rating Council (MRC) accredited vendor reporting and Conversant's purpose—built suspicious activity detection.

## ADDITIONAL IVT-RELATED OPERATIONAL PROCESS

**Based on investigation of specific IPs, the Traffic Quality team blocks IPs that exhibit behavior consistent with non-human and suspicious activity.**