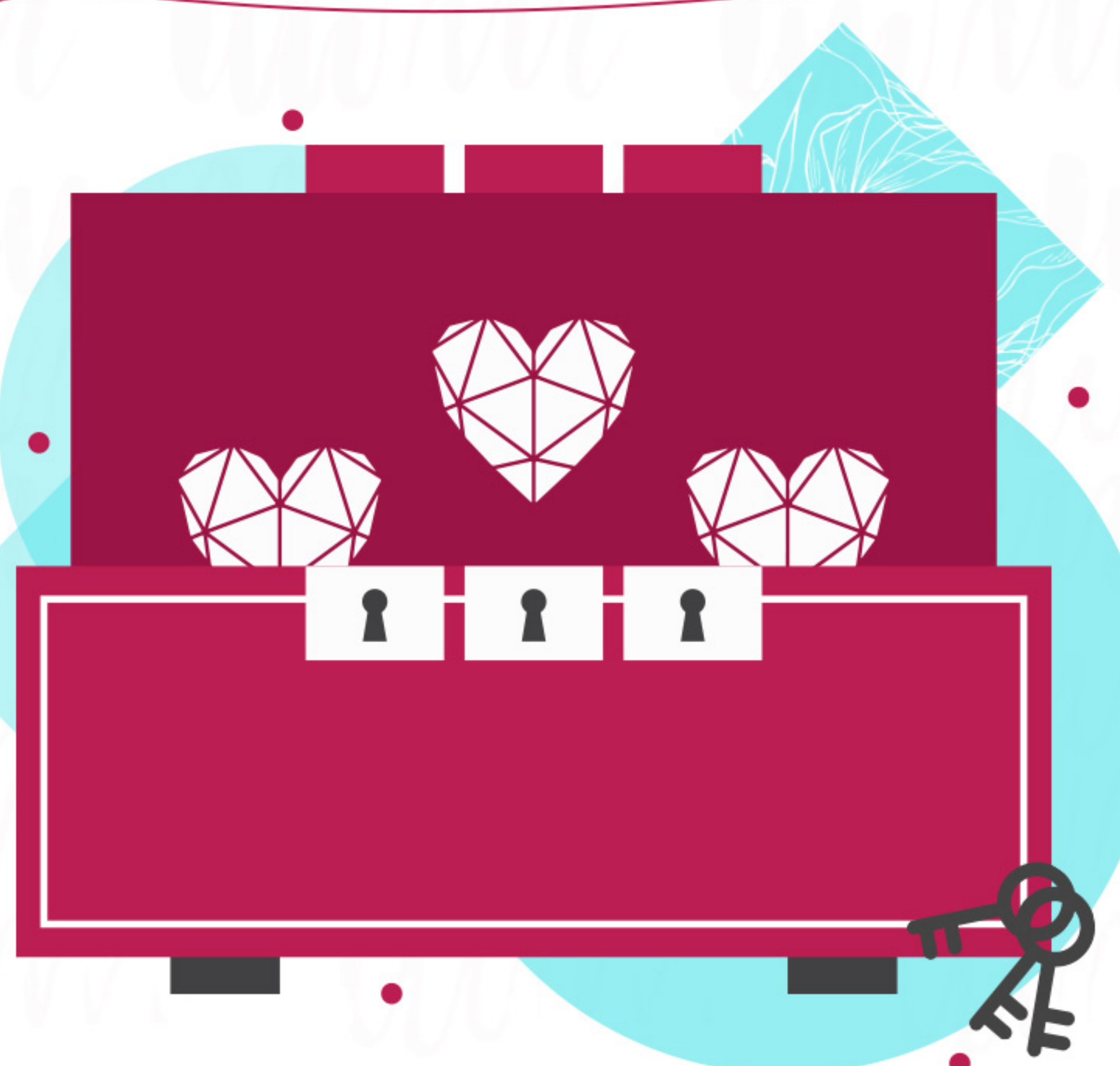


IS AD FRAUD FORCING YOU TO HAVE MIXED FEELINGS ABOUT PROGRAMMATIC?

PROGRAMMATIC HAS YOUR BACK

When choosing a programmatic platform, make sure brand safety is a tip-top priority. We don't mean to give ourselves too much credit, but Choozle employs a 3-tier ad fraud-blocking system that minimizes threat while maximizing protection—which is unprecedented in this space.



MORE THAN ONE DATE MAY BE NECESSARY

It'll take a while to get to know ad fraud, and although it's consistently changing, that doesn't mean it has to be intimidating. Take the time to learn the various types of fraud, and the different solutions being used today, and formulate a plan to combat it along with the people behind your programmatic software.



DON'T TRUST JUST ANYONE

Make sure that the platform you're using works with the top partners to consistently refresh block lists on their end—and that they encourage you to do the same on your end. This is a partnership, after all, and one of the best things about in-house programmatic is that you have the control.



YOU HAVE OUR SUPPORT

Hey, we know that starting a courtship with programmatic has its learning curves, but we want to make it easier for you every step of the way. After all, that is why we're here! If you're in the market to learn more, you can always slide into our dm's.

