



Channel Science

Brand suitability targeting and performance optimization for YouTube campaigns

Advertisers need an end-to-end solution to manage the quality and performance of YouTube buys to make each impression count, all while saving time and money. Integral Ad Science and Channel Factory have partnered to provide advertisers a first-of-its-kind YouTube inclusion list solution with Channel Science. Rather than using two separate solutions to drive brand safety and performance for your YouTube spend, advertisers now have one solution to access a performance-driven, brand-suitable, contextual inclusion list for YouTube buys.

CHANNEL FACTORY

- YouTube media buying expertise
- Managed-service
- Optimization for performance throughout YouTube Campaigns

YouTube Measurement Partners (YTMP) for Brand Suitability & Contextual Targeting

INTEGRAL AD SCIENCE

- Best-in-class AI and machine learning
- Pre-screened YouTube channels for Brand Safety
- Verification reporting and brand safety monitoring

WHAT YOU GET

Optimized Inclusion list created from IAS brand safe channel reports and Channel Factory's customization to deliver on contextually relevant and brand-safe content throughout the campaign, maximizing delivery

Increased campaign efficiency by investing in media that performs and is suitable for your brand throughout every step of the campaign, minimizing ad waste

Active campaign support with IAS brand safety and verification reporting and in-flight performance optimization from Channel Factory

One product, two solutions by combining the IAS and Channel Factory solutions, we'll save you time by working with one product and cost with bundled pricing

HOW IT WORKS

1

IAS pre-screens **millions of YouTube channels** for brand safe channels to pass to Channel Factory, weekly

2

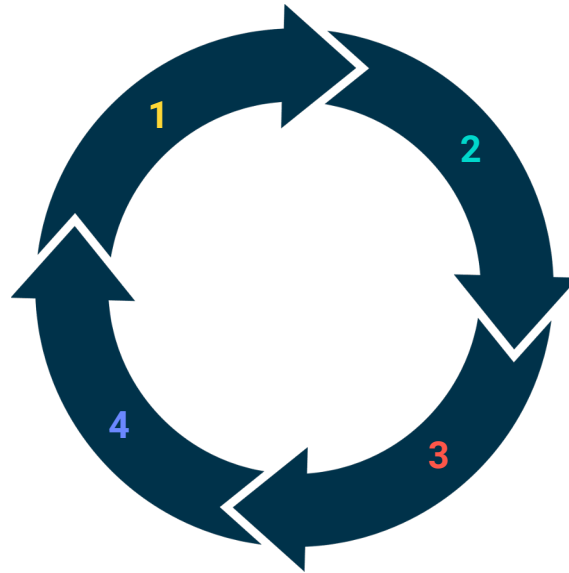
CF curates the **Channel Science inclusion list** for the customer based on suitability & historic campaign data

4

IAS provides **Verification and brand safety** monitoring and reporting to validate and provide transparency into the campaign

3

CF **optimizes on performance** and adjusts the client channel list throughout the campaign, and updates with weekly refreshed IAS brand safe channel reports



ABOUT



Integral Ad Science (IAS) is the global leader in digital ad verification, offering technologies that drive high-quality advertising media. IAS equips advertisers and publishers with both the insight and technology to protect their advertising investments from fraud and unsafe environments as well as to capture consumer attention, and drive business outcomes



Channel Factory is a global technology and data platform that maximizes both performance efficiency and contextual suitability, delivering contextual performance for advertisers on YouTube.

To get started, contact us at channelscience@integralads.com