

adConductor's Quality Assurance: Policies, Practices, and Tools

adConductor™ is committed to ensuring consumer privacy and providing a quality advertising environment. Our system procedures and best-in-class tools give publishers and their advertisers an enhanced level of insight into traffic quality and protection from click fraud. The following valued partners assist us in our ongoing quality assurance efforts:



BPA Worldwide

As a business built on working with high-quality publishers, part of adConductor's commitment to our customers involves regular third-party evaluations of our processes and procedures. The willingness to subject our operation to rigorous auditing reflects our company's focus on integrity and transparency.

BPA Worldwide reviews adConductor's ad management systems, processes, and procedures to verify that:

- Technology and verification data that meets BPA's quality standards
- Procedures are documented and followed consistently
- New systems, products, features, and processes are developed in accordance with these standards
- Our BPA certification acknowledges adConductor as an IAB measurement audited ad serving system



Anchor Intelligence

adConductor is in partnership with Anchor Intelligence, the foremost provider of traffic quality solutions that assess search and publisher ad inventory. The partnership:

- Enhances inventory auditing systems with additional visibility into site traffic quality
- Contributes to ad inventory optimization and traffic filtering programs
- Gives advertisers an enhanced level of protection from click fraud - ultimately improving ROI through better performance
- Gives adConductor clients enhanced insight into their own and affiliate sites' traffic quality



NAI

Since 1999, the NAI has worked to develop standards around behavioral and other forms of targeted advertising. As a member of the NAI, adConductor can provide clients access to:

- All of the organization's privacy standards, including giving consumers the ability to opt out of receiving cookies from a page on their website

Contact Us!

To take your ad management to the next level, contact **Sean Keaveny**, SVP Sales, at **781.852.5231** or **skeaveny@adconductor.com**.