

Are keywords enough?

Most brand safety technology considers only the keywords on the page or in the URL. Relying just on keywords misses key safety factors.



What do keywords miss that you need to think about?



Who is appearing next to my brand?

Many publishers and platforms serve ads stacked against each other. You should consider carefully the environments of the ads you buying. If your placement is against other advertisers, who will they be?



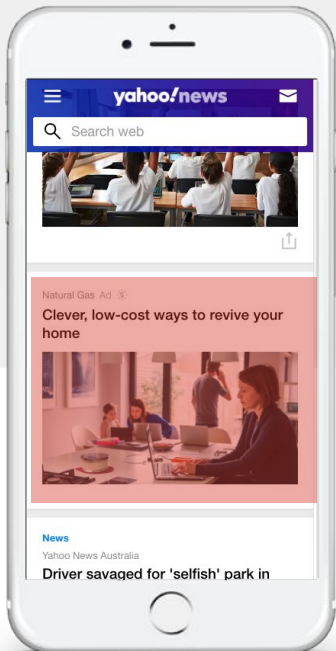
Is this real news or fake news?

Many fake news sites are written to pass brand safety blocks and take money from advertisers who rely just on keyword technology across thousands of sites.



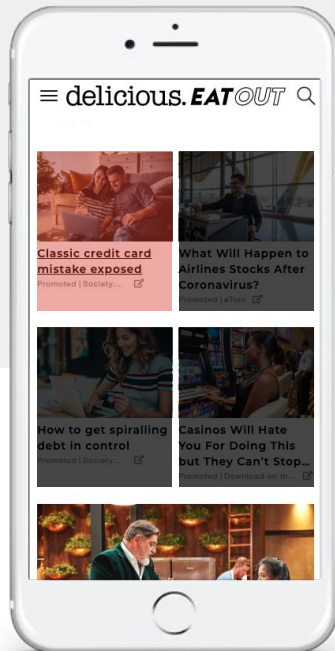
Do people trust this publisher?

Trust in the publisher is key. Edelman research shows a 35% increase in brand perception from a trusted publisher¹. This finding is repeated and replicated by dozens of other research agencies.



In-Feed

Surrounded only by editorial



End-of-article

Surrounded by other advertisers

In Feed Native ads deliver a higher level of brand safety than end of article Native ads. In Feed placements are surrounded **only by editorial content**. End of article ads expose you to **risks from unsafe advertisers**, even with high quality publishers & keyword blocking.

To be the most safe:

- 1 Implement keyword-based blocking & optimisation.
- 2 Understand the position & environment of all your ads.
- 3 Select your partner carefully, what will your ad be next to?