

Case Study

MGID Takes Ad Quality Assurance to the Next Level

How MGID's partnership with GeoEdge enables advertisers and publishers to operate in a safer and more transparent digital ad environment.

In A Nutshell

MGID is a globally-established native advertising network, whom advertisers and publishers rely on to deliver user-friendly, audience-appropriate experiences. However, a lack of transparency across the advertiser supply chain has hurt MGID's commitment to ad security. MGID engaged GeoEdge to help ensure a safe experience for all its publishers and advertisers. With GeoEdge, MGID was able to provide clear insights into threats across their network. This allowed MGID and its clients to be more proactive regarding their ad quality.

GeoEdge's enhanced, state-of-the-art security tools blocked 90% of the previously known issues MGID encountered. Thanks to GeoEdge, MGID's quality assurance processes have become more transparent, and as a result, the company has attracted new premium publisher partners, increasing the size and quality of audiences for their advertisers.

“Previously, we relied on several different verification tools. One positive thing is that now we have one partner that is known and trusted in the industry. Our moderation efforts feel easier, faster and more professional. GeoEdge is helping us address challenges at a more advanced level.”



Karina Klimenko
Creative & Compliance
Director, MGID

Highlights

- Since partnering with GeoEdge, MGID has:
- + Reduced **compliance issues** by 90%
 - + Restored a **clean and secure user environment**
 - + Taken **ad quality assurance** to the next level

Intro

Global native advertising pioneer MGID, conducts business around the globe, targeting 850 million users with customized ads each month. Advertising agencies and publishers alike rely on MGID to deliver a user-friendly experience with seamless platform integration.

For MGID, delivering the highest level of value, peace of mind, and consistent quality to its clients is critical. To guarantee that experience, MGID historically addressed ad security challenges by developing internal solutions and partnering with advertisers to implement them.

“GeoEdge’s technology gives us a strong advantage during various stages of our client negotiations. The value of our partnership, however, is far more extensive than the sales edge it provides us with.”



Nickolas Rekeda
CMO, MGID

The Challenge

Obsolete Frameworks and Lack of Transparency

More recently, however, MGID began facing challenges in dealing with obsolete security frameworks implemented by advertisers that were unable to detect illegal activity taking place on their networks. Additionally, the transparency MGID had once relied upon receiving from their advertising partners could no longer be assured.

The Search Is On

Proactive Ad Security

MGID observed that several of its publishers had successfully implemented GeoEdge to improve their own ad security and resolve quality issues. Some of those publishers even shared their GeoEdge security monitoring reports with MGID’s team for review. Impressed by the service, MGID turned to GeoEdge for help in implementing a solution that would ensure clean ad- inventory and a safer user experience.



Protection Engaged

MGID engaged GeoEdge as a security partner for its network of publishers and advertisers. GeoEdge's service extended beyond MGID's internal moderation team, and included sharing company dashboards and insights with MGID's partners. Advertisers and publishers were then able to see where threats appeared, allowing them to take action when needed.

Over the first couple of months of this partnership, the solution detected and blocked 90% of the issues previously reported by MGID publishers. The number of false positives they saw were also dramatically reduced, and MGID verified that every alert truly represented a real issue that needed to be resolved.

“GeoEdge enables the MGID ecosystem to maintain a clean and secure environment, which in turn positively impacts all of the company's current and potential clients.”



Karina Klimenko
Creative & Compliance
Director, MGID

For MGID's advertisers, GeoEdge proved a trustworthy partner in helping to identify and remove hidden security issues. Advertisers also enjoyed the security dashboards GeoEdge introduced, allowing them to understand the nature of security and quality issues that arose in the broader ecosystem. MGID and GeoEdge provided clear lines of communication to escalate and resolve any issues their advertisers were faced with.

MGID is dedicated to ensuring their partners with the highest standards of quality. As such, the company increased its partnership with GeoEdge to provide end-to-end security measures across its entire network, monitoring all ad creatives served up. This added level of security lightens the burden of quality control for all its advertisers and ensures a clean and secure environment for its users as well.

