

Integral Ad Science + Anzu

A new level of transparency into the quality of your in-game media buys



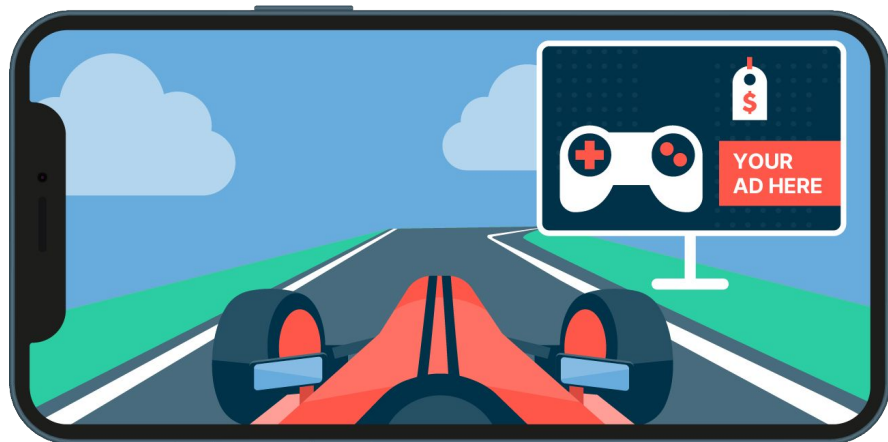
Anzu and IAS have partnered to bring media quality measurement to in-app gaming environments. Advertisers can now monitor Fraud and Viewability for display and video inventory served through Anzu and view their campaign performance within the IAS Signal platform, giving you coverage where it counts.

Globally, one in three people play games regularly, so the need to monitor impression quality has never been more important. Our partnership helps deliver transparency and confidence that campaigns are viewable by real people.

WHAT YOU GET

- **Comprehensive coverage**, monitoring for Fraud and Viewability[†]
- **Global measurement** for a holistic view of your in-game media buys
- **Daily reporting and insights** in IAS Signal

[†] Available for display only



For more information, reach out to your **IAS representative**.