MRC Continues Meetrics' Accreditation for Sophisticated Invalid Traffic Detection and Filtration and for Desktop and Mobile Web Viewability Measurement

Berlin, 24 July, 2019 – The Meetrics, the leading European software company for advertising measurement and analytics has been granted continued accreditation by the Media Rating Council (MRC). In May 2018 the toughest privacy and security law in the world was put into effect in Europe. Fighting against the growing threat for advertisers of ad fraud, Meetrics ensured that its solution with Sophisticated Invalid Traffic (SIVT) detection and filtration functionality for Desktop & Mobile Web traffic complies the European General Data Protection Regulation (GDPR) and the strict guidelines of the MRC. Meetrics' MRC accreditation for its measurement of desktop and mobile web viewable impressions and related viewability metrics for both display and video ads was continued too.

Meetrics' Ad Attention Manager Suite brings together four powerful components to manage the quality of ads: Viewability Check, Ad Fraud Prevention, Audience Verification and Brand Protection, the first two of which include MRC accredited metrics.

"Meetrics continues to demonstrate its industry leadership by maintaining MRC accreditation for its desktop and mobile web Viewability and SIVT solutions," said George W. Ivie, Executive Director and CEO of the MRC. "Meetrics has been accredited by MRC since 2015 for viewability measurement, and since 2017 for SIVT detection and filtration, and this latest accreditation action provides assurance to the marketplace that Meetrics' practices are keeping pace with the rapidly evolving digital landscape."

"For more than a decade, advertisers have relied on Meetrics' analytics and measurement solutions to invest their digital marketing budgets in the most effective way." said Max von Hilgers, Meetrics Co-Founder and Managing Director. "With our continued accreditations by the MRC, advertisers can be sure that Meetrics is providing the highest possible standard of accountability."

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About Meetrics

Since 2008, Meetrics has provided measurements and analytics to enhance the quality of digital marketing and contribute to a more transparent and effective digital ecosystem. In addition to measuring the visibility of ads, Meetrics provides control over advertising environments, audiences and protection against fraudulent ad placements. Meetrics is the first European company to be accredited by the most relevant industry body, the Media Rating Council, for Sophisticated Fraud Detection and Mobile Web Viewability measurements. Leading global companies like Google and Facebook trust Meetrics' products and services.

www.meetrics.com

About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC *Minimum Standards for Media Rating Research* as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC.

www.mediaratingcouncil.org

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