
ADSAFE'S QUARTERLY REPORT: AD EXCHANGES ARE RISKY FOR BRANDS



AdSafe Media, Inc, an online ad placement verifier, has released its quarterly report on display advertising. The report compared an array of distribution channels for advertisers, including ad networks, ad exchanges, as well as direct sales to publishers. The report determined that ad exchanges are a risky endeavor for brands. They possess the highest percent of risky inventory and the lowest level of transparency. It might be speculated that AdSafe bears a bias toward the subject as it's business is based around helping brands fortify their ads by monitoring the surrounding content. Advertisers should beware of where they spend their Internet advertising dollars. Making sure that the website is brand-friendly is essential to strong advertising. Less brand-friendly websites should cost less than those with brand-friendly layout and content.

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