



Evolving Media Quality from Measurement to Performance



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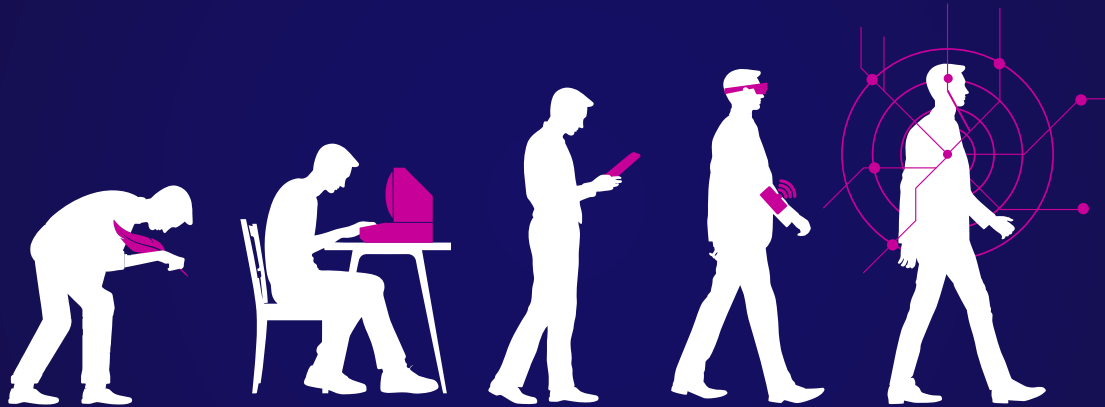


DV powers media **performance** for the world's leading brands. We leverage trusted **measurement data** and dynamic **AI optimization** to maximize **campaign effectiveness** and drive **tangible business outcomes** for advertisers - everywhere.

Drive Ultimate Performance Across the Buying Lifecycle



The Evolution Of Media Quality...



The Volume of Content to Manage Is Unparalleled



187 zetta-bytes
of content & data on
the web in 2025¹



694K
Reels sent via DM
per minute³



694K
Hours of video
streamed by users
every minute⁵



5+ Billion
Snaps created daily⁶



34 MILLION
Videos posted every
day²



4 MILLION
Posts liked per minute³



360K
Tweets per minute³



6.7
Different social platforms
visited by the typical social
media user each month⁷

1.09 BILLION
Websites available
online⁴

Harnessing the Power of DV On Social

Turbocharging Campaign Performance & Impact



Protection

Protect Your Brand



Performance

Drive Impact



Efficiency

Reduce Operational Lift

Optimizations **Custom-Calibrated** To Brand KPIs

Reach

vCPM

Brand lift Studies

Video Completion Rate

Brand Suitability

CTR%

Harnessing the Power of DV On Social

Turbocharging Campaign Performance & Impact

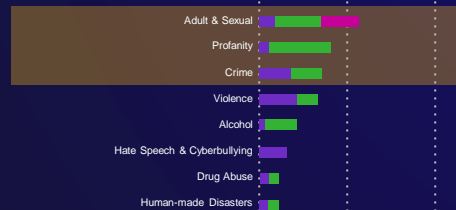
DV | Scibids AI

DV Pre-bid

Improve Brand Alignment, Protection & Scale Through Risky Content Avoidance

DV | PINNACLE

Top Unsuitable Content Delivery



Scibids Optimization

Ensuring complete budget delivery while maximizing cost efficiency



An independent technology, allowing advertisers to automate and customize optimizations strategies uniquely aligned to their business goals.

 | DoubleVerify



PUBLICIS | Le  NE
Media

Restore the Joy of Pain Free Movement and Improving Performance



Voltaren makes pain gels, patches and pills that you can rely on to help rediscover the joy of movement with less pain.

Haleon needed media solutions that do the same: simultaneously removing the pain, and improving performance

What Does Media Quality Mean For Haleon?

Key Priorities



Builds Brand Authority



Increase Engagement and Interaction



Differentiate Our Brand

Exploratory Strategy



Viewable



Being Viewed



Outcomes

Relieving 'Media Pain' And Improving Performance

Solution

Adopted pre-bid protection and Scibids AI to generate **customized Haleon optimization algorithms** to drive multiple outcomes, through social platforms

Setting the Test Phase

Exploratory test with control and exposed groups, to measure the impact of the video campaign across social platforms

Goals

Ensure brand suitability protection and brand relevance

Maximize cost efficiencies and KPIs:

- Reach
- CTR
- Lower CPM

Enhancing Media Quality Through Upfront Protection

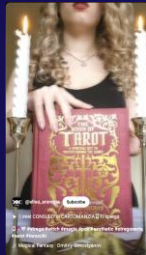
+8% Increase in Brand Suitability

Content Avoided with Pre-Bid¹

Death & Injury

Occult

Crime



+7%

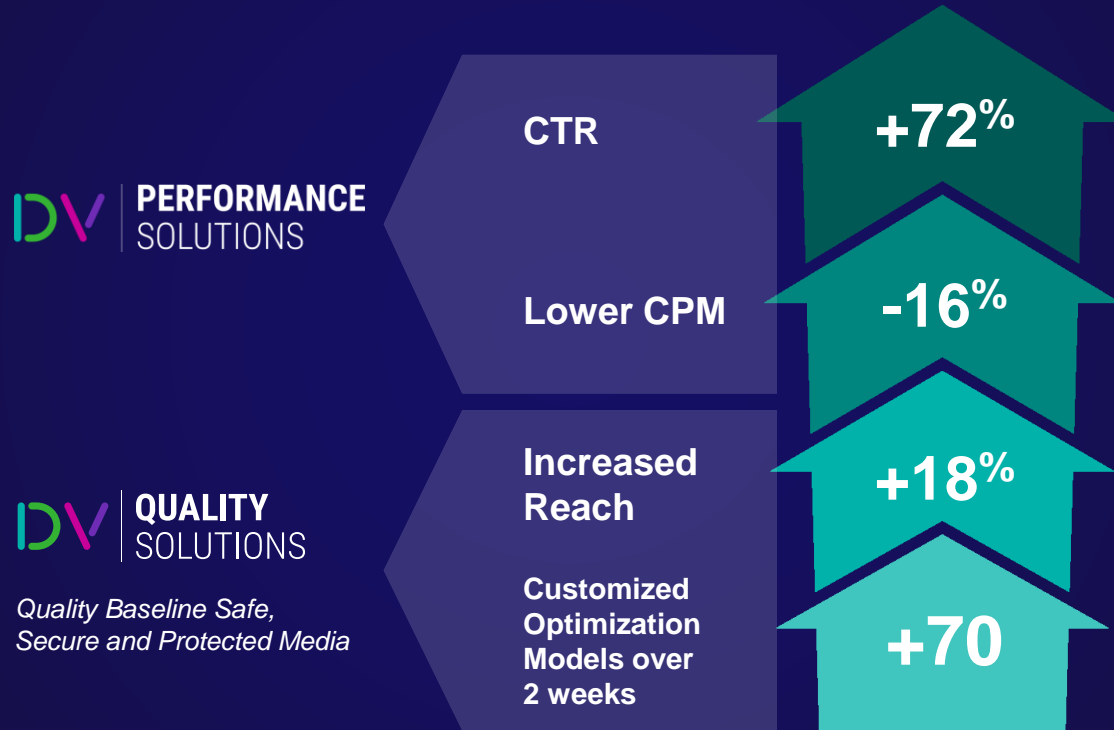
Increase in Media Value²



+22%

Increase in Brand Consideration

Driving Outcomes - Proven Results



A soccer player with a beard and tattoos, wearing a blue and black striped Inter Milan jersey, stands on a field with his arms outstretched. The jersey features the Italian flag, Nike logo, Inter Milan crest, and Paramount+ logo. In the background, another player's jersey with the name 'BARELLA' and number '23' is visible.

DV

HAS YOU
COVERED

GRAZIE!