Target quality media with Oracle’s pre-bid ad verification solutions

Protect every ad impression against unsuitable content, unseen eyes and bot traffic

Oracle’s pre-bid by Moat solution pairs Oracle Contextual Intelligence with the Oracle Moat Verification and Measurement suite, to give you the opportunity to optimize against brand safety, viewability and IVT - before purchasing an ad impression.

- **Brand-safety**: Oracle Contextual Intelligence allows you to serve ads on credible inventory that aligns with your brand values, as well as avoid unsuitable content.
- **Invalid traffic avoidance**: Moat’s invalid traffic (IVT) measurement solution steers your ads away from the pages most likely to cater to bots
- **Viewability targeting**: Pre-Bid by Moat allows you to leverage viewability based on specific ad slots and sizes with precision

**Added Bonus - Viewability targeting can help reduce your carbon footprint!**
A recent study conducted by MAGNA and Oracle Advertising found that ads in-view for at least 10 seconds generated 64% less carbon emissions than ads in-view for 5 seconds

**Keep consumer trust while scaling reach**
Brand safety that looks at the full content of a web page means greater accuracy in positive content identification, allowing your ads to reach more people, while avoiding inappropriate environments.

**Win consumer attention**
With segments as granular as ad-size viewability, you will be better equipped to place ads on media that people will see. Additionally, by targeting web content with fewer above-the-fold ads, you can help reduce carbon emissions with greater consumer attention.

**Unique protection from ad fraud**
Moat’s IVT measurement solution detects suspicious behavior beyond the ad slot, accurately detecting data center traffic, unknown browsers, browser-prerendered traffic, bots, spiders and other invalid traffic that can mimic human behavior.

**Talk to your Oracle Advertising account manager to learn more!**