

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!

