

IDV | INNOVATION DAY

**From Quality to Outcomes
Scaling Trust Across Digital Media**

Disclaimer

This presentation contains “forward-looking statements” that are based on management’s beliefs and assumptions and on information currently available to management. These forward-looking statements include, but are not limited to, statements about our plans, objectives, expectations and intentions and other statements contained herein that are not historical facts. When used herein, the words “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “will,” “should,” “could,” “estimates” and similar expressions are generally intended to identify forward-looking statements. In particular, statements about the markets in which we operate, including growth of our various markets, and statements about our expectations, beliefs, plans, strategies, objectives, prospects, assumptions or future events or performance contained in this presentation are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievement to be materially different from any projected results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent the beliefs and assumptions of DoubleVerify Holdings, Inc. (the “Company”) only as of the date of this presentation, and we undertake no obligation to update or revise, or to publicly announce any update or revision to, any such forward-looking statements, whether as a result of new information, future events or otherwise. As such, the Company’s results may vary from any expectations or goals expressed in, or implied by, the forward-looking statements included in this presentation, possibly to a material degree.

We cannot assure you that the assumptions made in preparing any of the forward-looking statements will prove accurate or that any long-term financial or operational goals or targets will be realized. For a discussion of some of the risks, uncertainties and other factors that could cause the Company’s results to differ materially from those expressed in, or implied by, the forward-looking statements included in this presentation, you should refer to the “Risk Factors” section and other sections in the Company’s Form 10-K filed with the SEC on February 27, 2025 and the Company’s other filings and reports with the SEC from time to time.

In addition to disclosing financial results that are determined in accordance with U.S. generally accepted accounting principles (“GAAP”), the Company also discloses in this presentation certain non-GAAP financial measures, including Adjusted EBITDA, Adjusted EBITDA Margin and Adjusted EBITDA less Capital Expenditures. We believe that these non-GAAP financial measures are useful to investors for period-to-period comparisons of the Company’s core business and for understanding and evaluating trends in the Company’s operating results on a consistent basis by excluding items that we do not believe are indicative of the Company’s core operating performance. These non-GAAP financial measures have limitations as analytical tools, and are presented for supplemental purposes and should be considered in addition to, and not in isolation or as substitutes for an analysis of the Company’s results as reported under GAAP. In addition, other companies in the Company’s industry may calculate these non-GAAP financial measures differently than the Company does, limiting their usefulness as a comparative measure. You should compensate for these limitations by relying primarily on the Company’s GAAP results and using the non-GAAP financial measures only supplementally. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation.

In addition, this presentation contains industry and market data and forecasts that are based on our analysis of multiple sources, including publicly available information, industry publications and surveys, reports from government agencies, reports by market research firms and consultants and our own estimates based on internal company data and management’s knowledge of and experience in the market sectors in which the Company competes. While management believes such information and data are reliable, we have not independently verified the accuracy or completeness of the data contained in these sources and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.

Today's Agenda: Strategy in Motion



Verify. Optimize. Prove.
Mark Zagorski, CEO, DV



Driving Brand Success with Kenvue
Adam Benaroya, Sr. Director Global Media Excellence



Social Unlocked
Jack Smith, Chief Innovation Officer, DV



Customer Success on Tiktok
Jorge Ruiz, Head of Marketing Science, TikTok



Making Social Suitable, Smart and Scalable
Steve Mougis, Chief Growth Officer, DV
Dor Levy, SVP of Product Management, DV



From Data to Decisions
Ron Jacobson, Founder, Rockerbox
Amanda Carlton, DV's Sr. Director Product Management, DV



Break
For 15 minutes



Partnering for Performance
Diana Lucas, Director of Marketing Science, Meta
Valerie Dedi, VP of Growth Marketing & Ecommerce, Away



AI for ROI
Nisim Tal, Chief Technology Officer, DV
Alex Valle, Chief Product Officer, DV



Compounding Growth in Action
Nicola Allais, CFO, DV



Audience Q&A
15 minute break



Unified and Unstoppable
Mark Zagorski, CEO, DV



Mark Zagorski
Chief Executive Officer

IDV | INNOVATION DAY

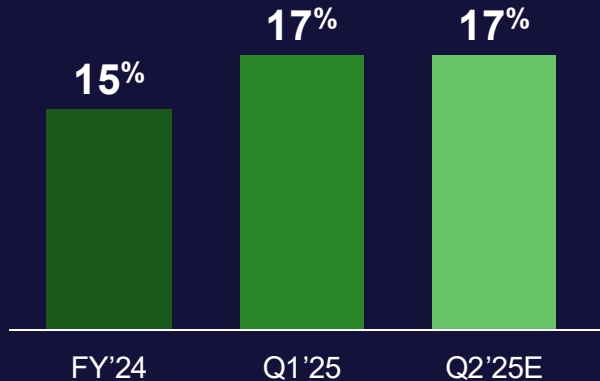
Verify. Optimize. Prove.

Charting Success with the DV Media AdVantage Platform

Since Our Last Innovation Day...

Financial Performance

Delivered Profitable Revenue Growth



Rule Of

+40%

Maintained since
IPO in 2021

Operational Execution



Launched Suitability Measurement and Activation on Meta and Tik Tok



Doubled down on CTV, which has grown from **5%** to **11%** of measurement volumes



Scaled Scibids and Upsold to **>200** DV customers on way to \$100M in revenue



Doubled AI powered implementations accelerating some dev cycles by **20X**



Acquired Rockerbox to ingest more unique customer data and close the loop

Key Takeaways from DV's Innovation Day

A Strong Core

DV's core is strong and growing; 17% 1H 2025

The Performance Evolution

Leveraging the value of verification to expand into media optimization and performance measurement via the DV Media AdVantage Platform, expanding TAM

DV's AI Advantage

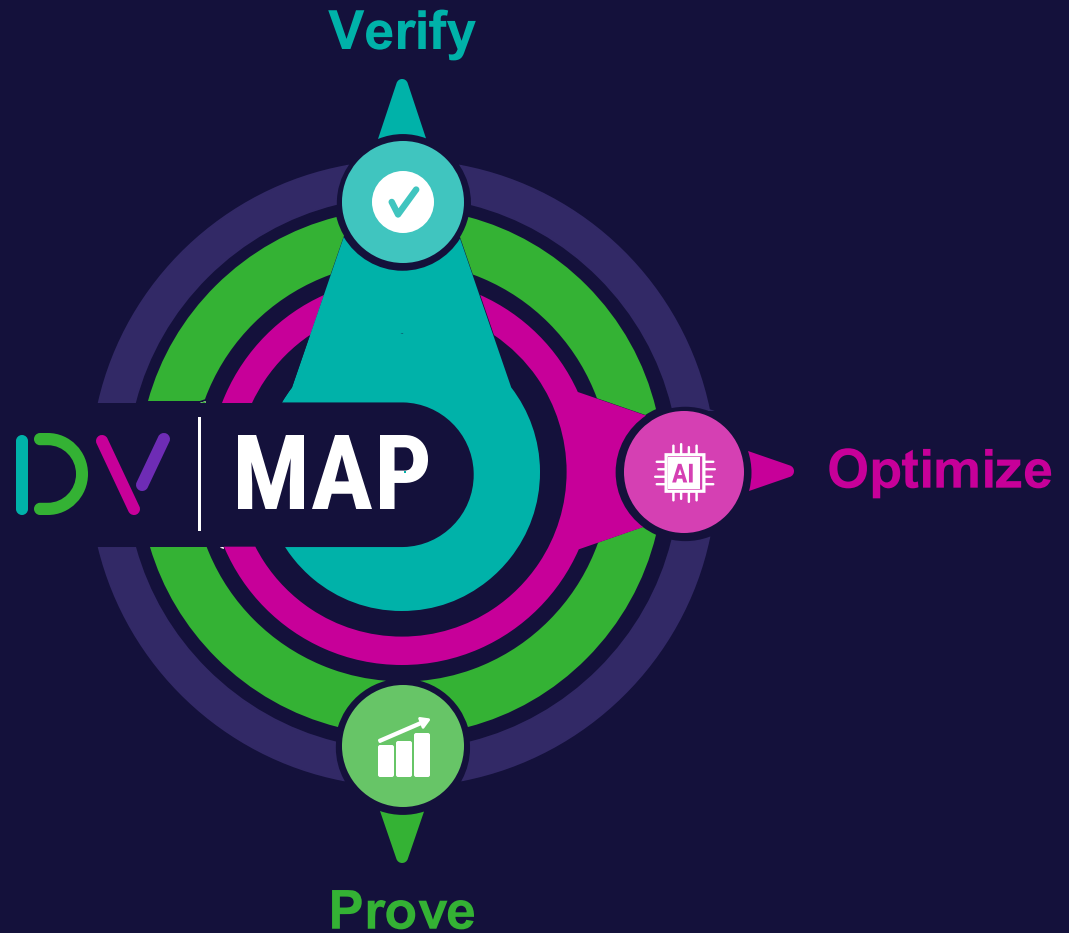
From unique scaled training data to accelerating operational efficiencies, AI is powering future growth and profitability in ways that aren't duplicated

Our Unique Capabilities = Winning the Future

Scale, innovation and trust unique to DV deliver results that make us essential to our customers and the ecosystem

A New Platform Formed From the Core of DV

DV Media
AdVantage Platform



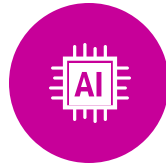
The DV MAP Unlocks the Value of Our Core Data, Relationships and Independence

DV | MAP

.Unifying Media Truth



Was the ad in the right context and was it seen?



Did I deliver efficiently?



Did it drive a result?

The Right Company, Right Time and Right Tools to Address Challenges

Digital Advertising Is (Getting) Lost In Complexity

More complexity: channels,
platforms, formats

Less clarity: disconnected
tools, fragmented logic

Higher pressure: every dollar
must prove its worth



More Complexity, Less Trust

IAB 2024 Survey of Advertising and Data Decision Makers

59%

say trust in **social media** is falling¹

57%

say the same about **programmatic media**¹

Complexity is rising.

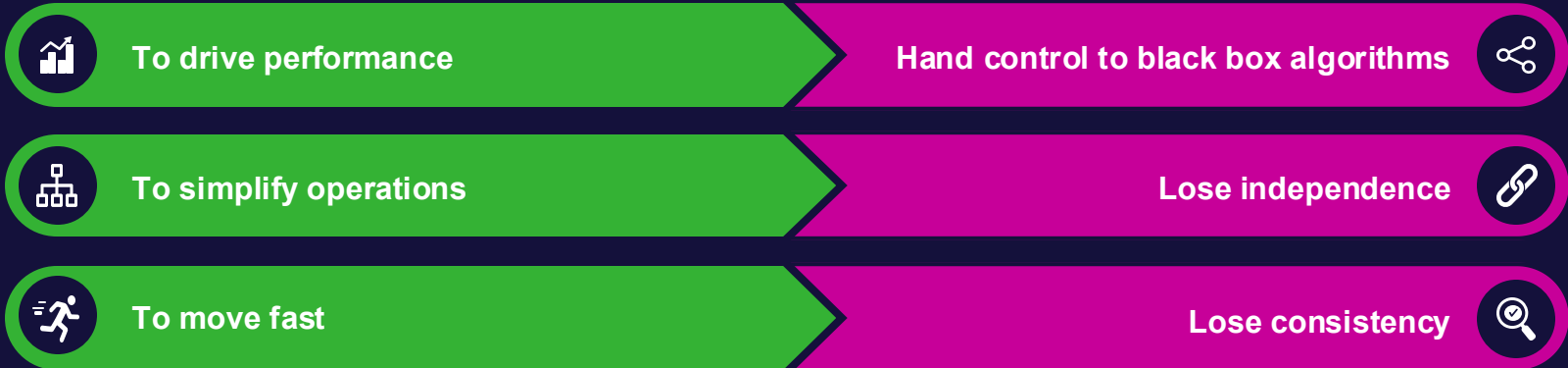
Confidence is falling.



More Complexity

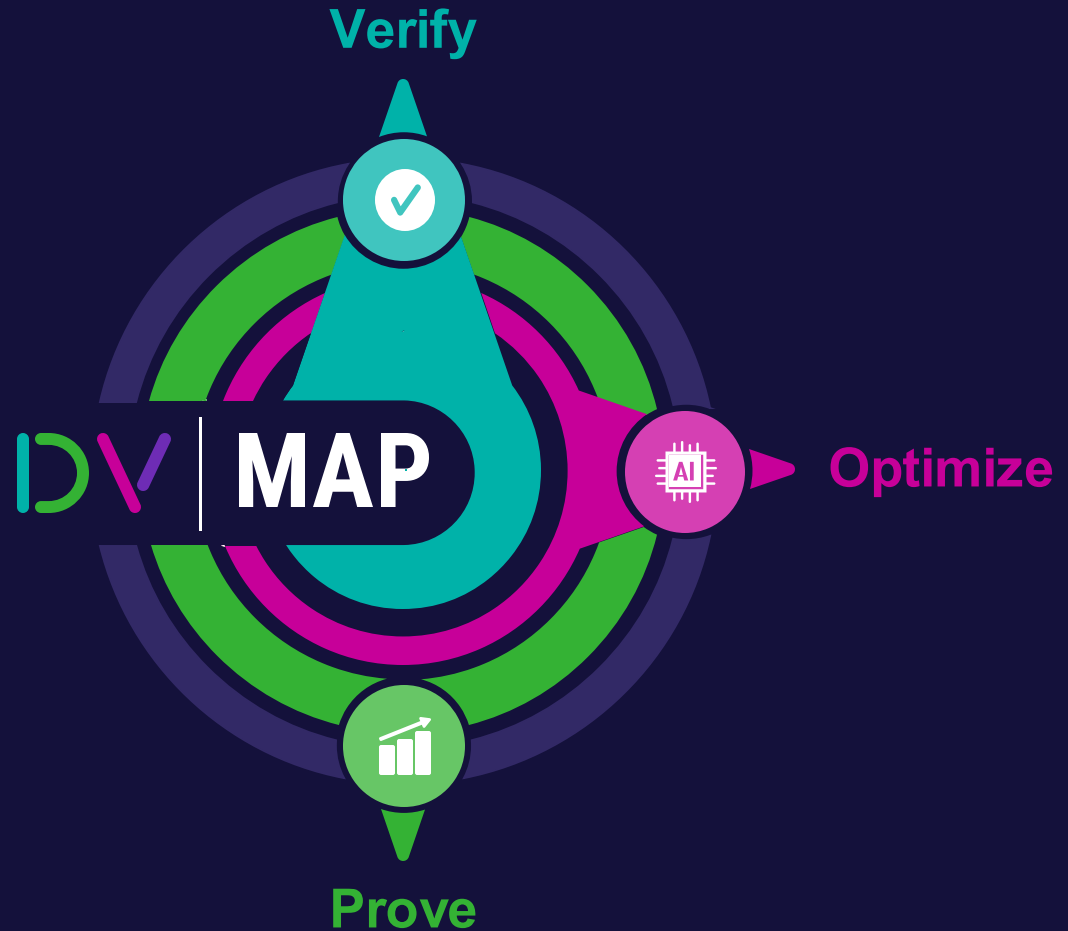


More Compromises



Managing Complexity Without Compromise

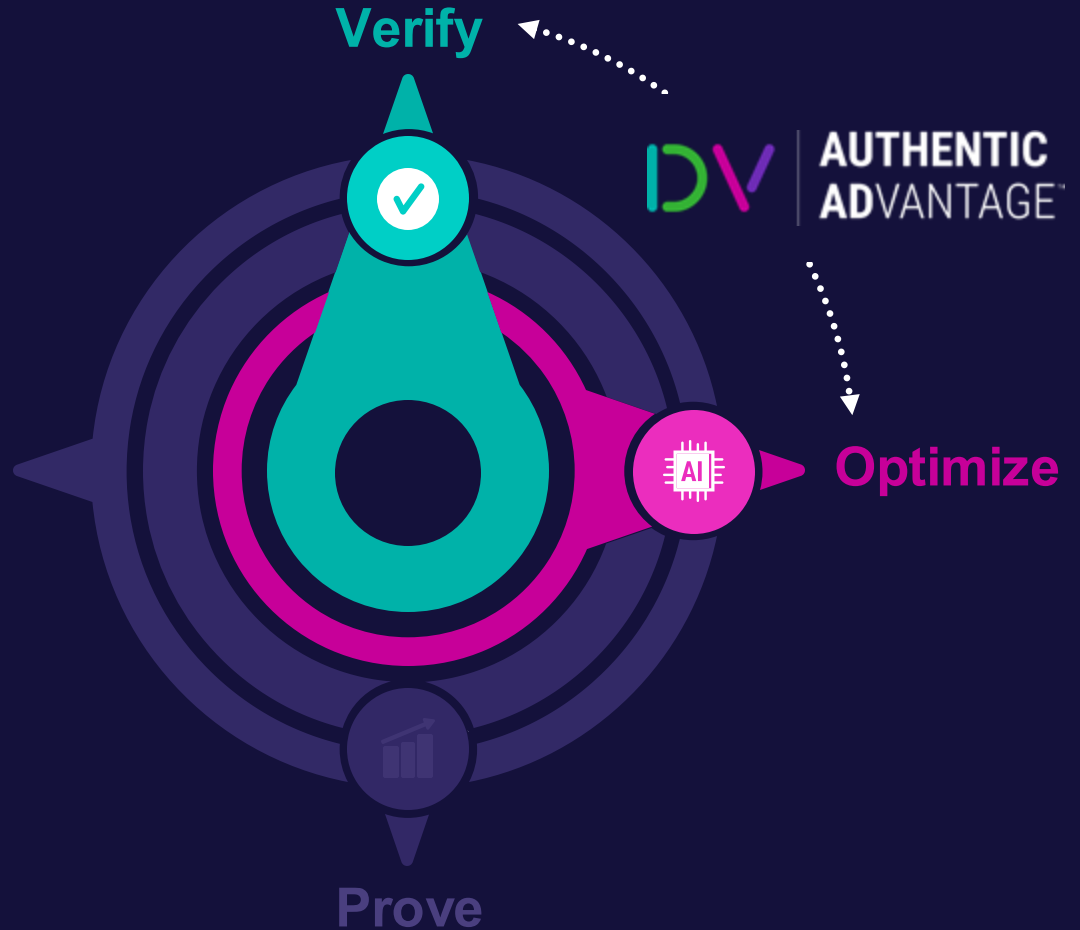
**DV's MAP:
An Independent
Trusted
Transparent Guide**



MAP Solutions Are Live and Emerging

DV Authentic
AdVantage™

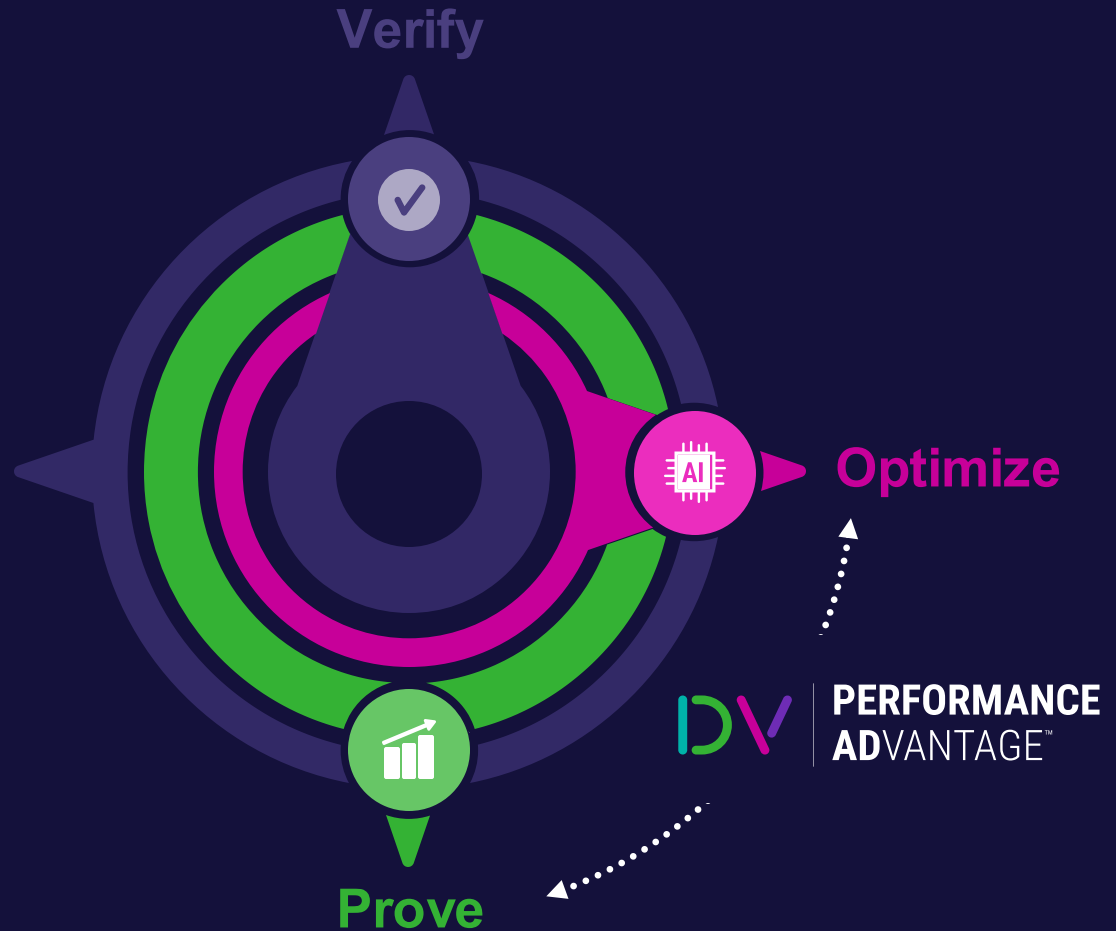
Verify + Optimize



Integrated MAP Solutions soon

DV Performance
AdVantage™

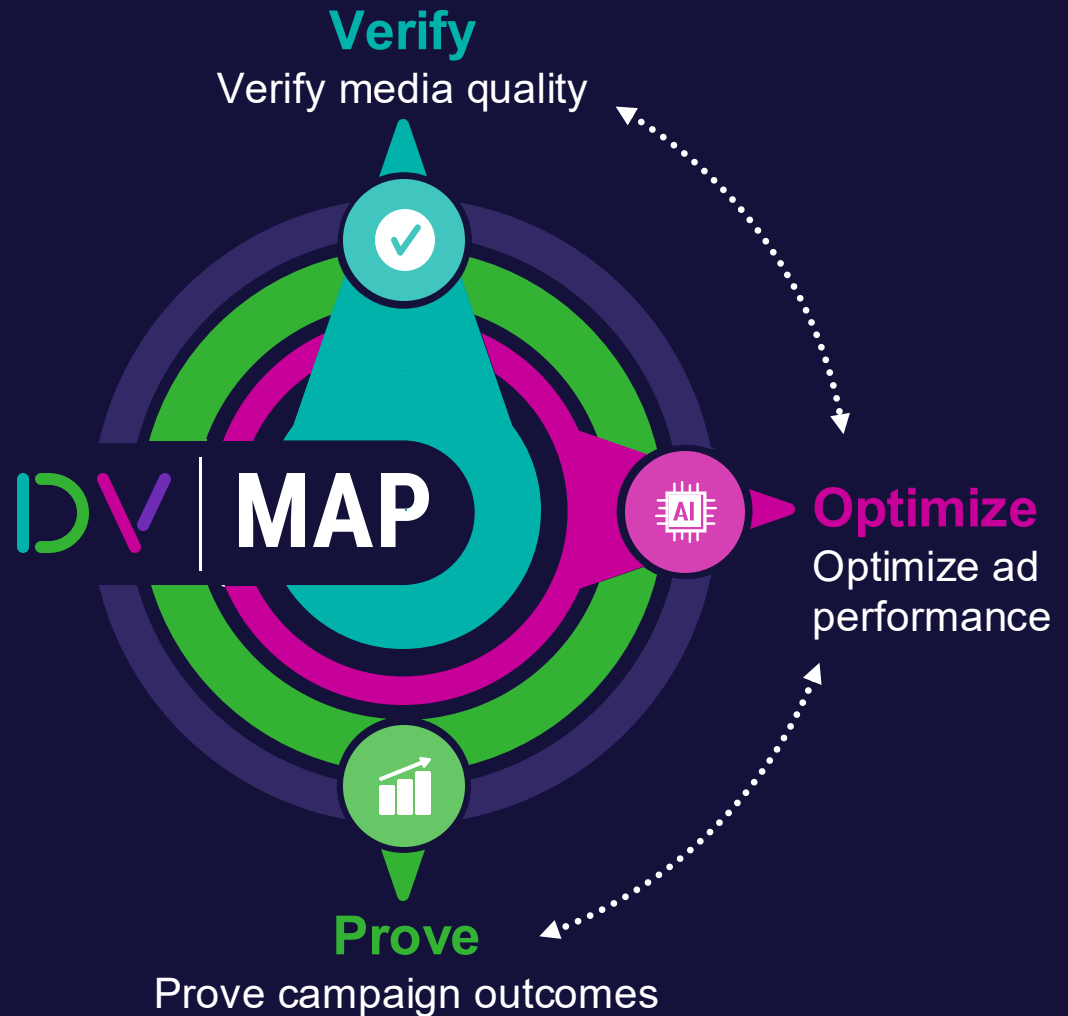
Optimize + Prove



Integrated MAP Solutions Tomorrow

Cohesive Agentic UI

Verify+Optimize+Prove



Opportunity to Lead and Opportunity to Grow

Verification

Fraud, Viewability, Brand Safety, Suitability, Attention, Contextual

\$21B TAM

Digital media
ex-Search

Optimization

Scibids AI, Custom Bidding
(Programmatic Only)

\$1B TAM

Programmatic
(expanding now to Social)

Outcomes

Attribution, MMM,
Incrementality, Data
Foundation

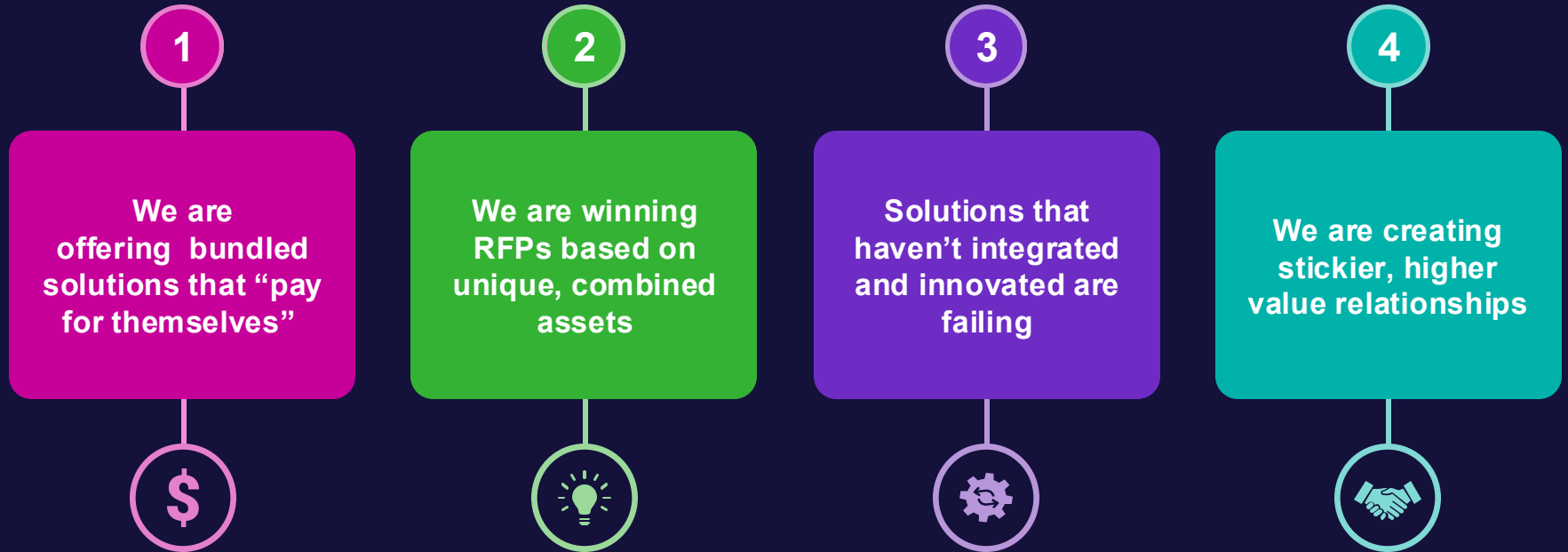
\$5B TAM

All digital
and linear media

Total TAM¹: \$27B+

Capturing value across digital media's most scaled and strategic budget lines.

The MAP Strategy is Already Working



Why DV Wins

2,000+ brands, 100+ countries, dozens of platforms, 300B+ daily signals.

AI

Ad-supported AI – COMING SOON!

Embedded



Ubiquitous

Trusted

An independent, differentiated, scaled proprietary data set to leverage AI

The Road Ahead for DV: Expansion Always, in All Ways

Channel Expansion

Social, CTV,
retail media

Customer Expansion

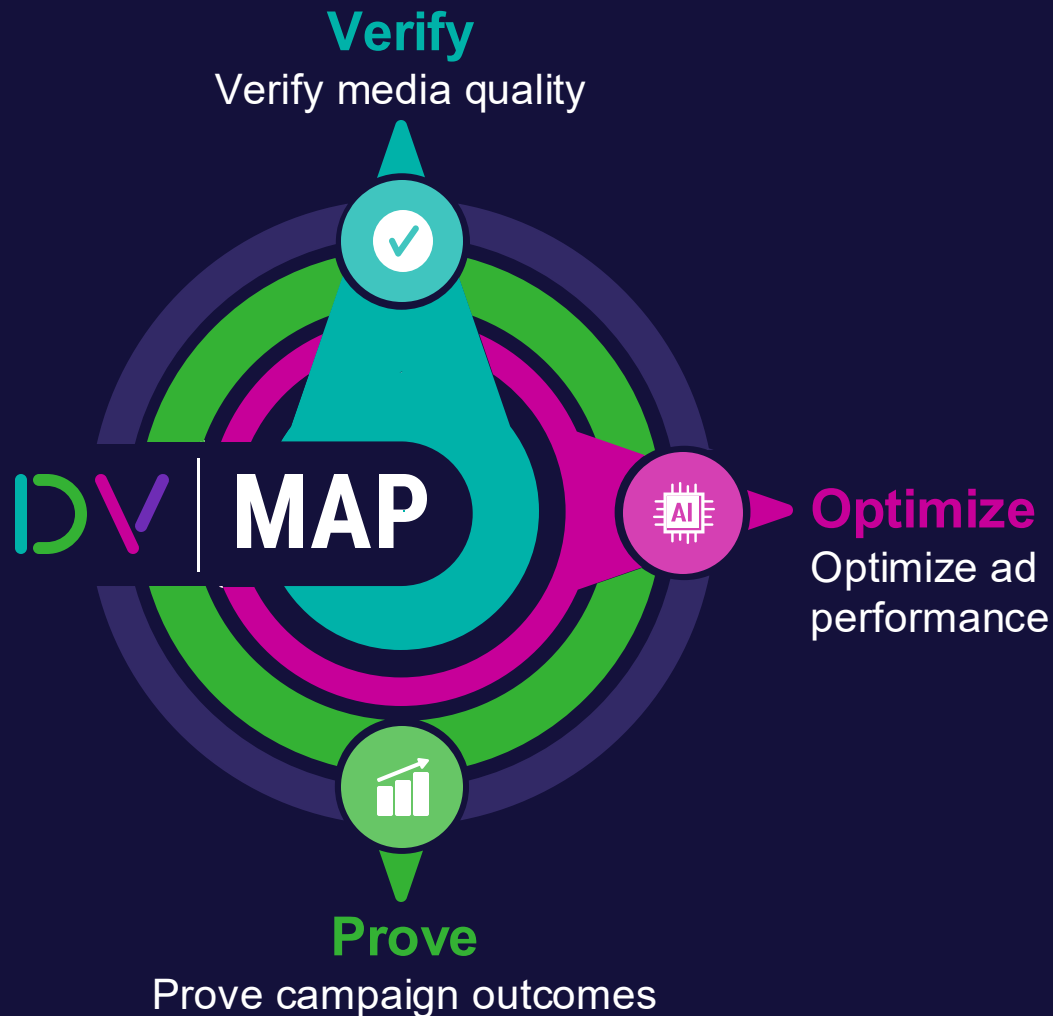
Penetrating and winning
large advertisers and
breaking into mid-market
and performance
marketers

Full-funnel Expansion

Brand metrics
to business
outcomes

Clarity, Confidence and Control for Every Dollar, Everywhere

*An Essential Partner
At an Essential Time*



IDV | INNOVATION DAY

Driving Brand Success: Kenvue's Strategy for a Fragmented Media World



Mark Zagorski
Chief Executive Officer



Adam Benaroya
Sr. Director Global Media
Excellence at Kenvue

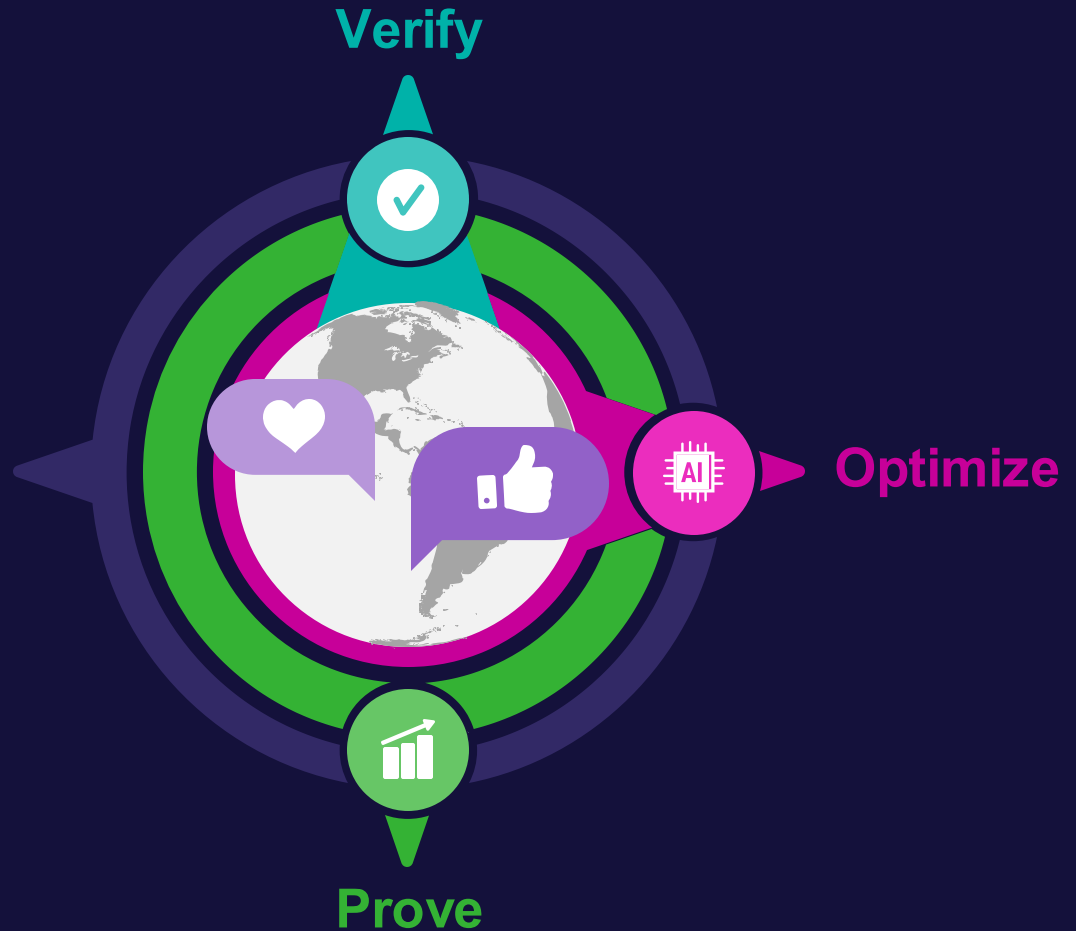


Jack Smith
Chief Innovation Officer

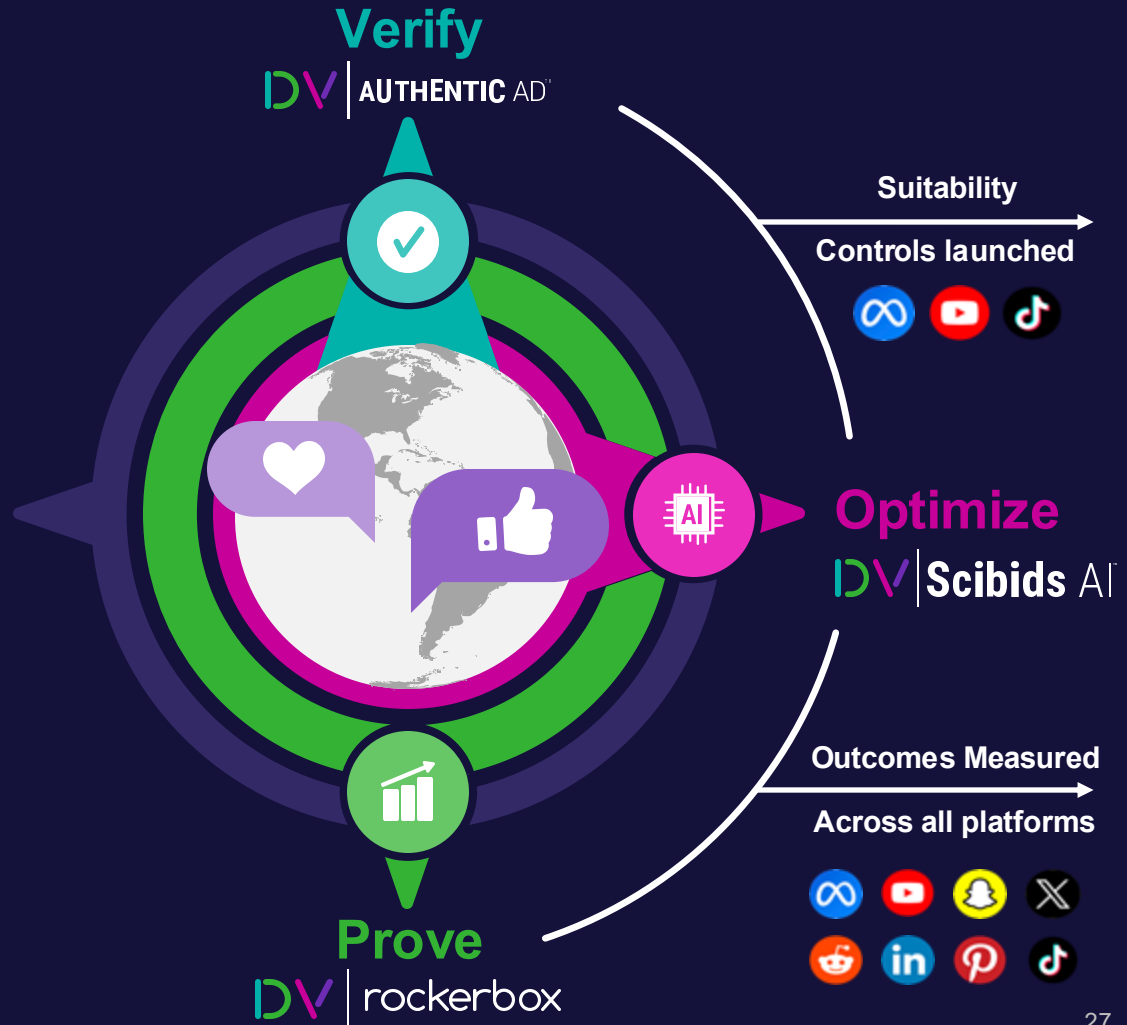
IDV | INNOVATION DAY

**Social Unlocked:
From Safety & Suitability
to Scaled Impact**

From Concept to Capability: MAP Goes Social

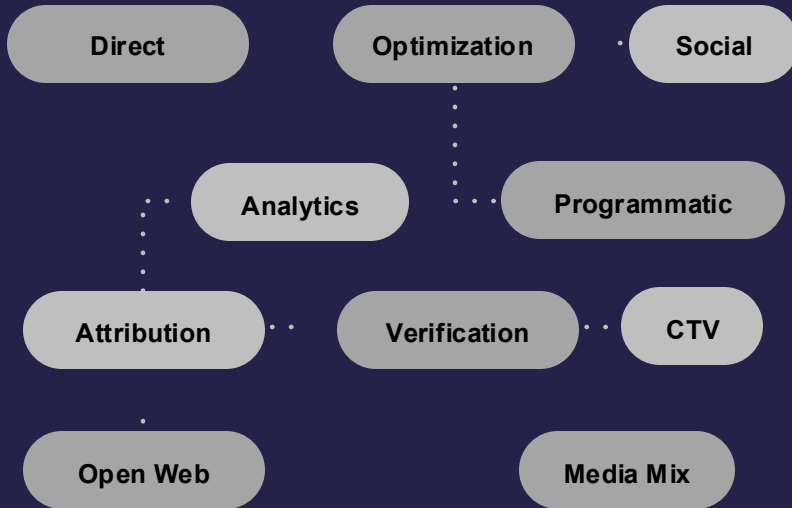


Suitability, Optimization, and Outcomes in Progress



Turning Complexity into Competitive Advantage

Fragmented



Unified Platform



IDV | INNOVATION DAY

**Customer Success:
Driving a Complete Verification to
Outcomes Framework on TikTok**



Jack Smith

Chief Innovation Officer



Jorge Ruiz

Head of Marketing Science

TikTok



Steve Mougis
Chief Growth Officer



Dor Levy
Senior Vice President
Product Management

IDV | INNOVATION DAY

Making Social Suitable, Smart and Scalable

DV Authentic AdVantage™

Welcome to the Walled Garden

Limited Control



Complex Targeting



Dynamic Environment



The Complexity of Social Media Advertising

Marketer's Dilemma



Why Social Tools Matter



ROI + Reach

Improves Performance and
Reduces Waste



Confidence in Brands

87%

of consumers
expect brands to
avoid unsafe content

2/3

will walk away
if they don't.



Scale + Price

Filters restricts scale and
increased costs

Introducing DV Authentic AdVantage™ to Provide a Unified Offering

← DV | AUTHENTIC ADVANTAGE™ →

DV Media Quality



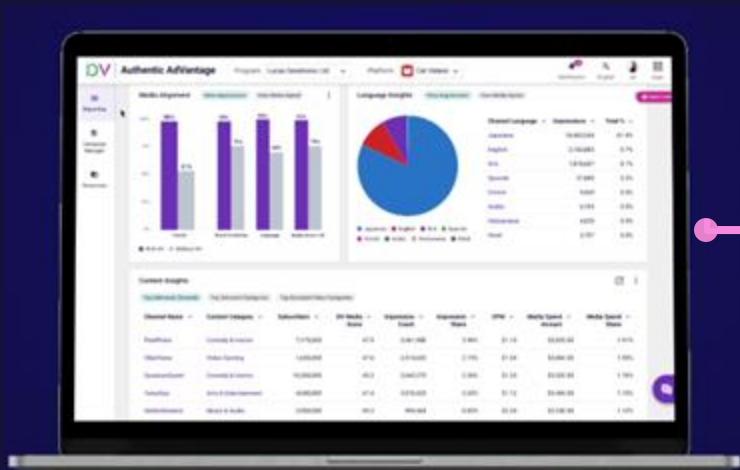
DV Scibids AI
Optimization



Detailed Reporting
& Insights



What Makes DV Authentic AdVantage™ Unique



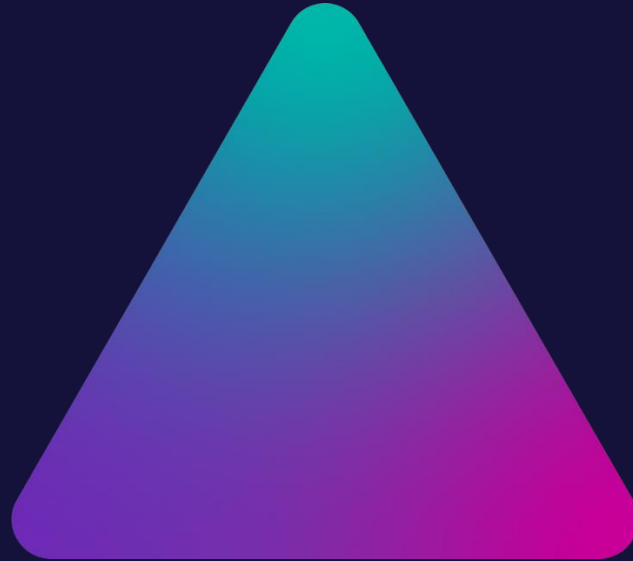
Transparency, Protection & Performance With No Tradeoffs

The Challenge of Scaling Social Safely and Efficiently

Audience Reach

Brand Risk

Media Cost



The Cost of Giving Up Control



Transparency

Where did your
ad run?



Precision

Control for sensitive
placements



Performance Insights

Black box algorithm



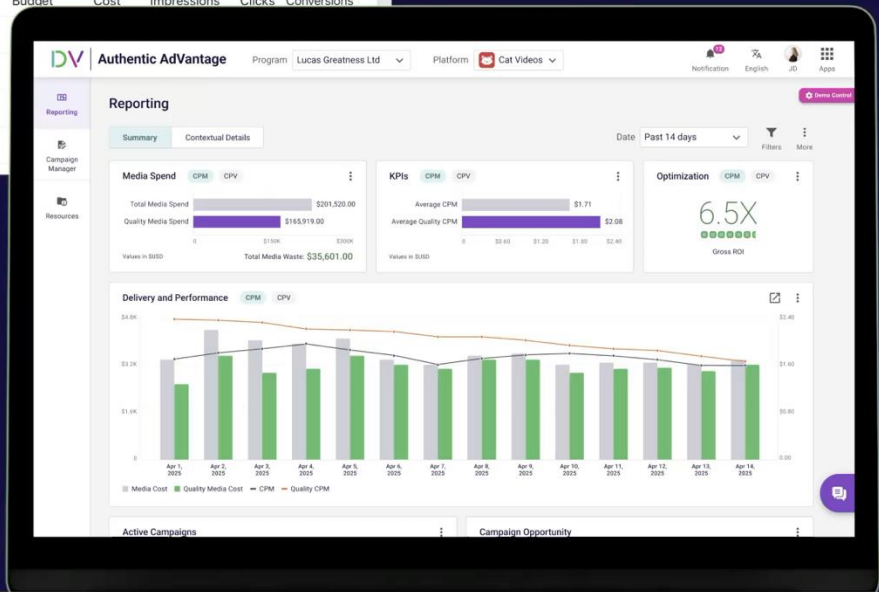
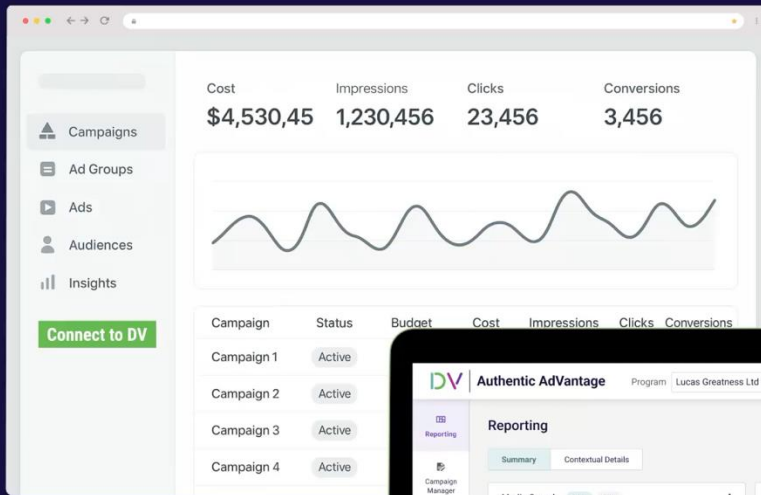
Brand Alignment

Prevent brand
damage

Enter DV Authentic AdVantage™

The screenshot displays the DV Authentic AdVantage Campaign Manager interface. At the top, the program is set to 'Lucas Greatness Ltd' and the platform to 'Cat Videos'. The main section is titled 'Campaign Manager' and includes tabs for 'Manage Activation' and 'Profile Settings'. Below this, there's a 'Current Activations' section with a search bar and an 'Add Account' button. A table lists various ad accounts, including 'CPG_Display_Parents_DemoA+_Q3', 'Retail_Bumper_Women_Q2', and others, with columns for Campaign Name, Ad Account, Profile in Use, Pre-bid Tactics, AI Optimization, Measurement, Brand Suitability, Perf KPI, and Status.

<input type="checkbox"/>	Campaign Name	Ad Account	Profile in Use	Pre-bid Tactics	AI Optimization	Measurement	Brand Suitability	Perf KPI	Status
<input type="checkbox"/>	CPG_Display_Parents_DemoA+_Q3	Galaxy Faraway_DV	General_Global		Off	Brand Suitability	99	CPV \$0.012	Inactive
<input type="checkbox"/>	Retail_Bumper_Women_Q2	Galaxy Faraway_DV	General_Global		CPM	Brand Suitability	83	CPM \$1.71	Active
<input type="checkbox"/>	Tech_VRC_EN_Adults_Q2	Galaxy Faraway_DV	Entertain_English	• Channel Inclusion • Video Exclusion	CPM	Brand Suitability	99	CPM \$3.32	Active
<input type="checkbox"/>	Tech_Bumper_EN_Adults_Q2	Galaxy Faraway_DV	Entertain_English	• Channel Inclusion • Video Exclusion	Off	Brand Suitability	98	CPM \$4.10	Active
<input type="checkbox"/>	Tech_Instream_EN_Adults_Q2	Galaxy Faraway_DV	General_English	• Channel Inclusion • Video Exclusion	CPV	Brand Suitability	97	CPV \$0.01	Active
<input type="checkbox"/>	Tech_VVC_EN_Adults_Foodies_Q2	Galaxy Faraway_DV	General_English	• Channel Inclusion • Video Exclusion	Off	Brand Suitability	99	CPV \$0.10	Active



What DV Authentic AdVantage™ Does

Customized Brand Suitability Set Up

The screenshot displays a web browser window with a DV interface. The main content is a 'Campaign Summary' for 'CPG_Display_Parents_DemoA+_Q3'. The interface includes a sidebar with navigation options like 'Reporting', 'Campaign Manager', and 'Resources'. The main area is divided into several sections: 'Overview' and 'Edit History' tabs, 'Summary' (with 'Edit' link), 'Status' (with 'Edit' link), 'Deployment Strategies' (with 'Edit' link), and 'Campaign Performance'. The 'Summary' section shows Campaign Name, Ad Account (Galaxy Faraway_DV), and Campaign ID (DV_8731NA-3981771). The 'Status' section shows the campaign is 'Active', published on 08/24/2024, and last edited by Obiwan.Kenobi@jedi-council.org. The 'Deployment Strategies' section shows Base Profile (General_Global) and Measurement (Brand Suitability). The 'Campaign Performance' section features two charts: 'Brand Suitability' at 89% (vs target 95%) and 'CPV' at \$0.012 (vs target \$0.010).

Section	Item	Value
Summary	Campaign Name	CPG_Display_Parents_DemoA+_Q3
Summary	Ad Account	Galaxy Faraway_DV
Summary	Campaign ID	DV_8731NA-3981771
Status	Status	Active
Status	Last Published	08/24/2024, 11:03 AM EST
Status	Last Edited by	Obiwan.Kenobi@jedi-council.org
Deployment Strategies	Base Profile	General_Global
Deployment Strategies	Measurement	Brand Suitability
Deployment Strategies	AI Optimization	—
Deployment Strategies	Prebid Tactics	—
Campaign Performance	Brand Suitability	89% (Target: 95%)
Campaign Performance	CPV	\$0.012 (Target: \$0.010)

Control Content
Categories
& Creators

Measurement
Activated

Suitability
KPI

The Unified Dashboard

Authentic AdVantage Program: Lucas Greatness Ltd Platform: Cat Videos

Notification 12 English JD Apps

Reporting Campaign Manager Resources

Campaign Manager Demo Control

Manage Activation Profile Settings

Current Activations Ad Account Settings Add Account

Click campaign names to view details, or click ⓘ icon to take other actions.

Ad Accounts: Galaxy Faraway_DV Search Columns Filters

<input type="checkbox"/>	Campaign Name	Ad Account	Profile in Use	Pre-bid Tactics	AI Optimization	Measurement	Brand Suitability	Perf KPI	Status
<input type="checkbox"/>	CPG_Display_Parents_DemoA+_Q3	Galaxy Faraway_DV	General_Global		Off	Brand Suitability	89	CPV \$0.012	Active
<input type="checkbox"/>	Retail_Bumper_Women_Q2	Galaxy Faraway_DV	General_Global		CPM	Brand Suitability	83	CPM \$1.71	Active
<input type="checkbox"/>	Tech_VRC_EN_Adults_Q2	Galaxy Faraway_DV	Entertain_English	• Channel Inclusion • Video Exclusion	CPM	Brand Suitability	99	CPM \$3.32	Active
<input type="checkbox"/>	Tech_Bumper_EN_Adults_Q2	Galaxy Faraway_DV	Entertain_English	• Channel Inclusion • Video Exclusion	Off	Brand Suitability	98	CPM \$4.10	Active
<input type="checkbox"/>	Tech_Instream_EN_Adults_Q2	Galaxy Faraway_DV	General_English	• Channel Inclusion • Video Exclusion	CPV	Brand Suitability	97	CPV \$0.01	Active
<input type="checkbox"/>	Tech_VVC_EN_Adults_Foodies_Q2	Galaxy Faraway_DV	General_English	• Channel Inclusion • Video Exclusion	Off	Brand Suitability	99	CPV \$0.10	Active

What can I do right now to improve performance and reduce risk?



AUTHENTIC ADVANTAGE™



**Optimize
for Outcomes**



**Control for
Content Quality**



**Maximize
ROI**

Action Panel Demo

Authentic AdVantage

Program Lucas Greatness Ltd
Platform Cat Videos

Notification 12
English
JD
Apps

Active Campaigns

Campaign Name	Impressions	Active Services	Brand Suitability	Perf KPI
CPG_Display_Parents_DemoA+_Q3	15,801,585	—	89%	CPV \$0.012
Retail_Bumper_Women_Q2	117,135,219	• AI Optimization	83%	CPM \$1.71
Tech_VRC_EN_Adults_Q2	616,801	• Pre-bid • AI Optimization	99%	CPM \$3.32
Tech_Bumper_EN_Adults_Q2	551,021	• Pre-bid	98%	CPM \$4.10
Tech_Instream_EN_Adults_Q2	645,790	• Pre-bid • AI Optimization	97%	CPV \$0.01
Tech_VVC_EN_Adults_Foodies_Q2	583,678	• Pre-bid	99%	CPV \$0.01
Tech_Infeed_EN_Adults_Foodies_Q2	1,002,192	• Pre-bid • AI Optimization	95%	CPM \$2.23

Campaign Opportunity

Campaign Name	Impressions	Active Services	Brand Suitability	Perf KPI
CPG_Display_Parents_DemoA+_Q3	15,801,585	—	89%	CPV \$0.012
Retail_Bumper_Women_Q2	117,135,219	• AI Optimization	83%	CPM \$1.71

Recommendations

Apply AI optimizations and pre-bid targeting to improve CPM and Brand Suitability

[View recommended changes](#)

Expected impact:

Scale ▲ 46% CPV ▼ 32% Brand Suitability ▲ 6%

Apply pre-bid targeting

[View recommended changes](#)

Expected impact:

Scale — CPM —

Media Alignment

[View Impressions](#) [View Media Spend](#)

Language Insights

[View Impressions](#) [View Media Spend](#)

Channel Language Impressions Total %

Real-Time Optimization

Campaign Opportunity: CPG_Display_Parents_DemoA+_Q3 AI Recommendation

This campaign can increase its Brand Suitability by adjusting its content categories. Expected impact: Scale ▲ 46% CPV ▼ 32% Brand Suitability ▲ 6%

Recommendations:

- Apply CPV AI Optimizations**
This change will improve your CPV.
Accept Skip
- Turn on pre-bid Video Exclusions**
This change will help improve Brand Suitability rate
Accept Skip
- Turn on pre-bid Channel Inclusions**
This change will improve Brand Suitability rate and reduce delivery to low quality and out of language content
Accept Skip

Summary

Campaign Name: CPG_Display_Parents_DemoA+_Q3

Ad Account: Galaxy Faraway_DV Campaign ID: GA_8733LATAM-73661

Deployment Strategies

Base Profile: General_Global Measurement: Brand Suitability

Click here to check your profile settings

Scibids AI Optimization: Select a strategy Pre-bid Tactics: Video Exclusion Channel Inclusion

Save & Publish Cancel

Status

Status: Active

Last Published: 03/21/2025, 11:21 PM EST Last Edited by: Mace.Windu@jedi-council.org

Campaign Performance

Brand Suitability

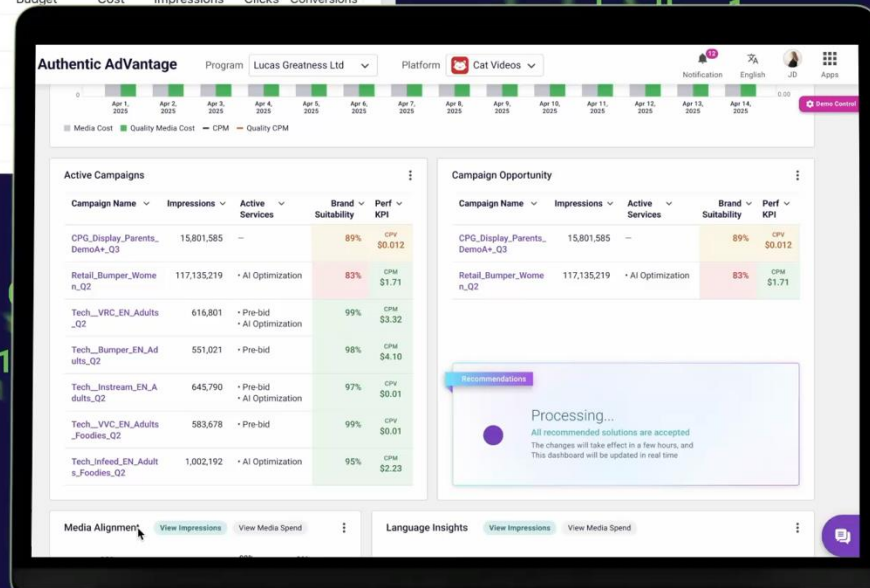
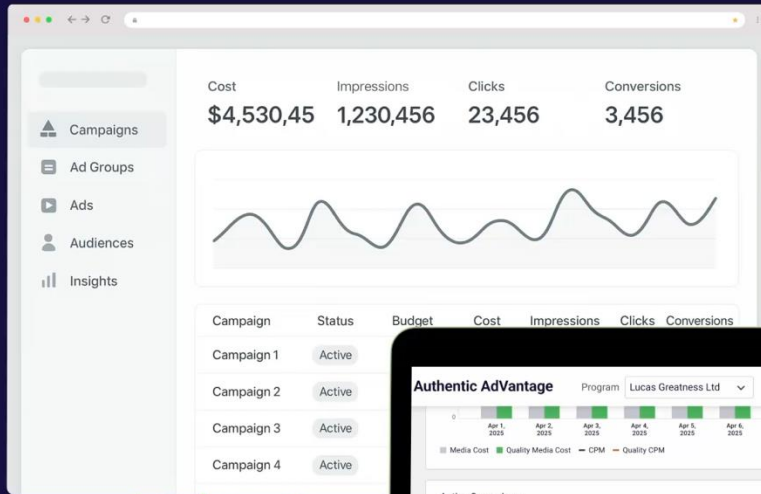
▲ 89%

-6pp vs target Target: 95%

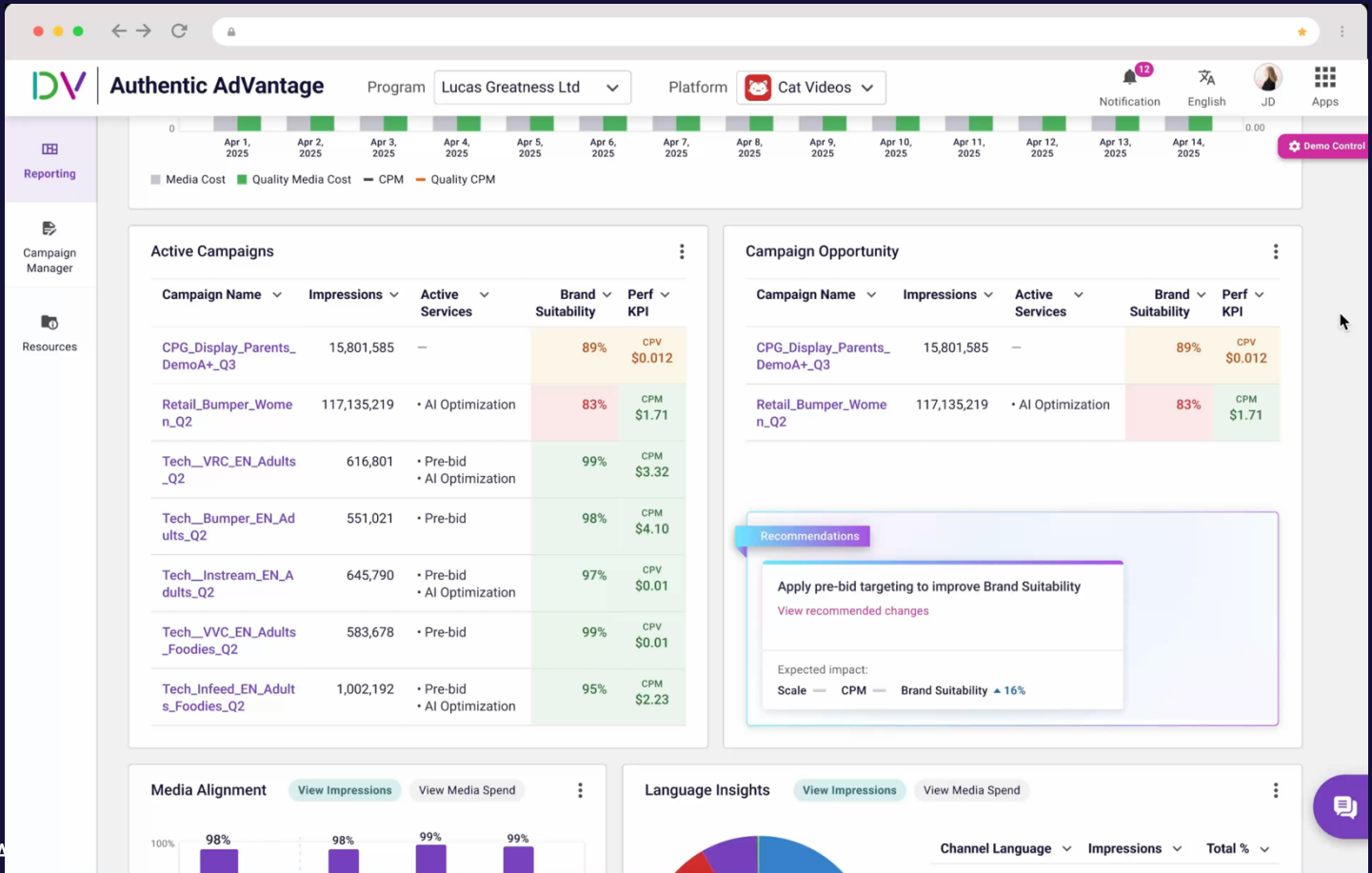
CPV

▲ \$0.012

+\$0.02 vs target Target: \$0.010



The Results View



Why It Matters

Protection and Performance. *Automated.*



Advertiser Value



Better Campaign Outcomes



Less Effort and More
Operational Leverage



Measurement + Activation
+ Optimization



Greater Product Adoption



DV Growth

CPG Brand - Marketer's Dilemma



Challenges:



Too many **unsuitable placements** degrading brand integrity



CPMs were rising, with limited transparency or control



Campaign execution was **manual and reactive**, not scalable

DV Authentic AdVantage™

Improved Cost-Efficiencies & Brand Suitability

Impression Volume

+60%

Increase

Media CPM

-35%

Decrease

Suitability Score

+10%

Greater Suitability

DV Authentic AdVantage™

Improved Cost-Efficiencies & Brand Suitability

Situation

**Global Footwear
Company Looking to
Scale on YouTube**

Challenge

**Rising CPMs
& Inconsistent
Media Quality**

Solution

**DV Authentic
Advantage Pre-Bid
& Scibids**

DV Authentic AdVantage™

Improved Cost-Efficiencies & Brand Suitability

Situation

**Global Footwear
Company Looking to
Scale on YouTube**

Challenge

**Rising CPMs
& Inconsistent
Media Quality**

Solution

**DV Authentic
Advantage Pre-Bid
& Scibids**

DV Authentic AdVantage™

Improved Cost-Efficiencies & Brand Suitability

Reach More Customers



Drive ROI



Safer Consumer
Engagement



Why Clients Are Excited



ROI



Brand Safety



Scale



Automation



Transparency

A photograph of two people, a man and a woman, smiling and looking at a laptop screen in an office setting. The image is overlaid with a semi-transparent purple filter and is contained within a large, rounded purple shape on the right side of the slide.

**No More
Trade Offs.
Just results.**

Why We're Excited



AGENCY ENDORSEMENT

*"DV Authentic AdVantage™ is an **outstanding solution** for optimizing digital **ad quality** and **cost-efficiency**. Our AaaS (Advertising as a Service) with DV initiatives have already shown its effectiveness, reinforcing DoubleVerify's **unique market value**. We expect this solution to deliver strong **business outcomes** and cater to a wide array of advertiser requirements."*

– Naoki Ishikawa, Senior Corporate Officer, Hakuhodo, Japan

Why We're Excited



Advertiser Test
Momentum

~50

Campaigns Launched



Opportunity

\$82M-\$105M

Expected Revenue From Upsells

Protection. Performance. No Trade-Offs.

Powered by



**AUTHENTIC
ADVANTAGE™**





Amanda Carlton

Senior Director, Product
Management



Ron Jacobson

Co-Founder of
Rockerbox

IDV | INNOVATION DAY

From Data to Decisions

DV Outcomes & Optimization in Action

Scibids Progress Since 2023



DV Scibids™ Drives Icelandair Media Efficiencies

Problem

- The Airline was looking to **maximize number of bookings** at lowest possible cost
- Wanted to **optimize across 11 different markets without DV Scibids** this would have required high operational lift

After Scibids

CPA

-70%

of model pushed by the AI

24,722

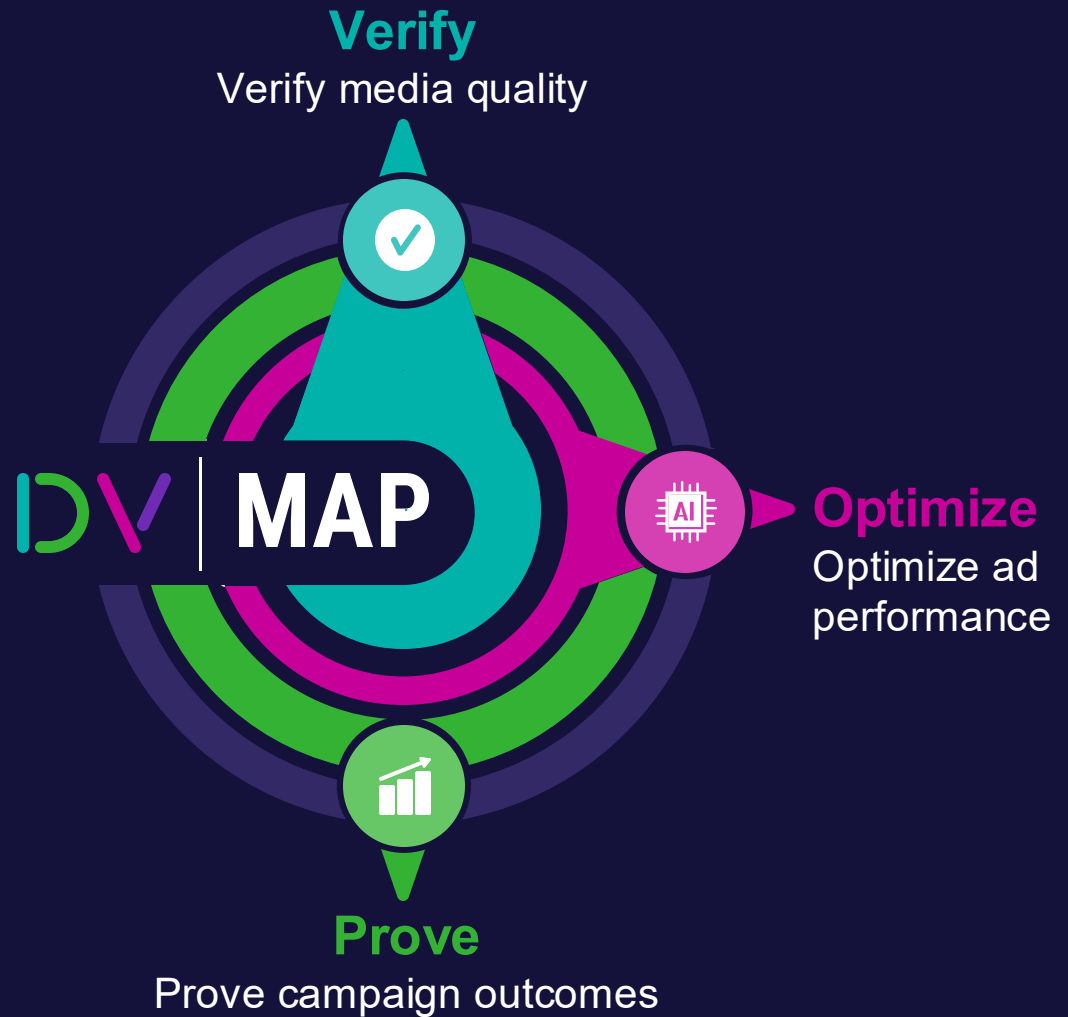
DV Scibids ROI*

10.4x

IDV | INNOVATION DAY

**Every Platform Claims to Be the
Hero of the Same Conversion**

DV Media AdVantage Platform



Where This Is Going

All Impressions

Legacy attribution treats these as equal inputs.



DV Signals

Viewability
Was it in view

Attention
Did someone notice or interact with it?



Smarter Model

Foundational Principles



Cross-channel measurement.



First-party outcome data.



Independence.



Plugged Into Everything



100+ Integrations



Easily Connected



Digital + Offline



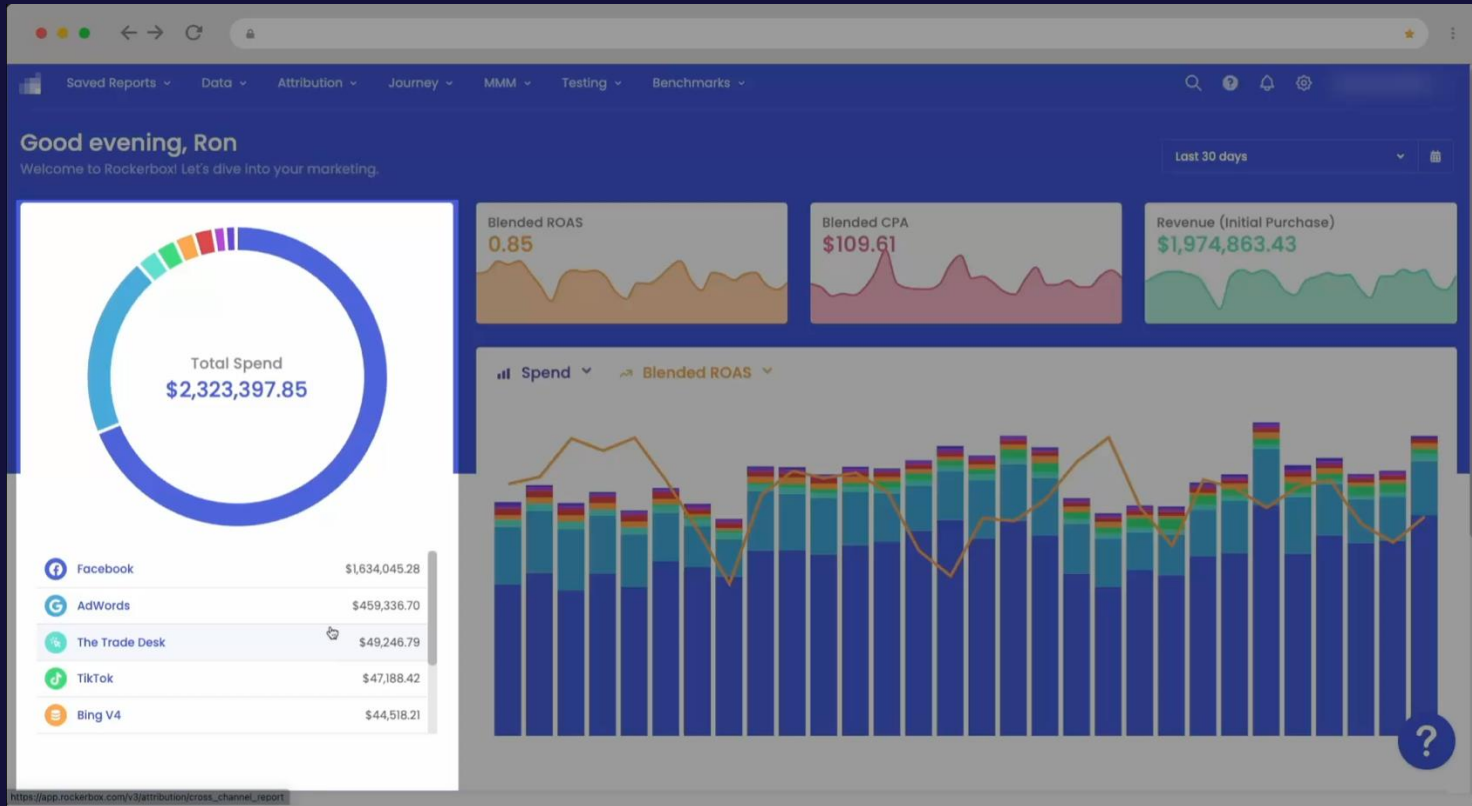
Paid Social to CTV

The screenshot displays a dashboard titled "Advertising Platforms" with a navigation bar at the top containing "Saved Reports", "Data", "Attribution", "Journey", "MMM", "Testing", and "Benchmarks". A "Connect New Account" button is located in the top right corner. The dashboard is organized into a grid of account cards for six different advertising platforms:

- AdWords:** Shows a spend of \$459,336.70 for the last 30 days. It has 1 connected account with "Tracking Params QA status" and "Auto Params status" both enabled. It includes a "Sync History" section for the last 30 days and a "Platform Spend Data" bar chart.
- Bing:** Shows a spend of \$44,518.21 for the last 30 days. It has 1 connected account with "Tracking Params QA status" enabled. It includes a "Sync History" section for the last 30 days and a "Platform Spend Data" bar chart.
- Facebook:** Shows a spend of \$1,634,045.27 for the last 30 days. It has 2 connected accounts with "Tracking Params QA status" and "Auto Params status" both enabled. It includes a "Sync History" section for the last 30 days, a "Platform Spend Data" bar chart, and a "Synthetic Events" bar chart.
- PebblePost:** Shows a spend of \$24,169.32 for the last 30 days. It has 1 connected account with "Tracking Params QA status" enabled. It includes a "Sync History" section for the last 30 days.
- Pinterest:** Shows a spend of \$43,734.94 for the last 30 days. It has 1 connected account with "Tracking Params QA status" enabled. It includes a "Sync History" section for the last 30 days.
- Podsights:** Shows a spend of \$0.00 for the last 30 days. It has 1 connected account with "Tracking Params QA status" enabled. It includes a "Sync History" section for the last 30 days.

Each card also features "Tracking" and "Analytics" options at the bottom. A question mark icon is visible in the bottom right corner of the Podsights card.

Centralizes 100% of Ad Spend



Tracks Your Key Business KPIs



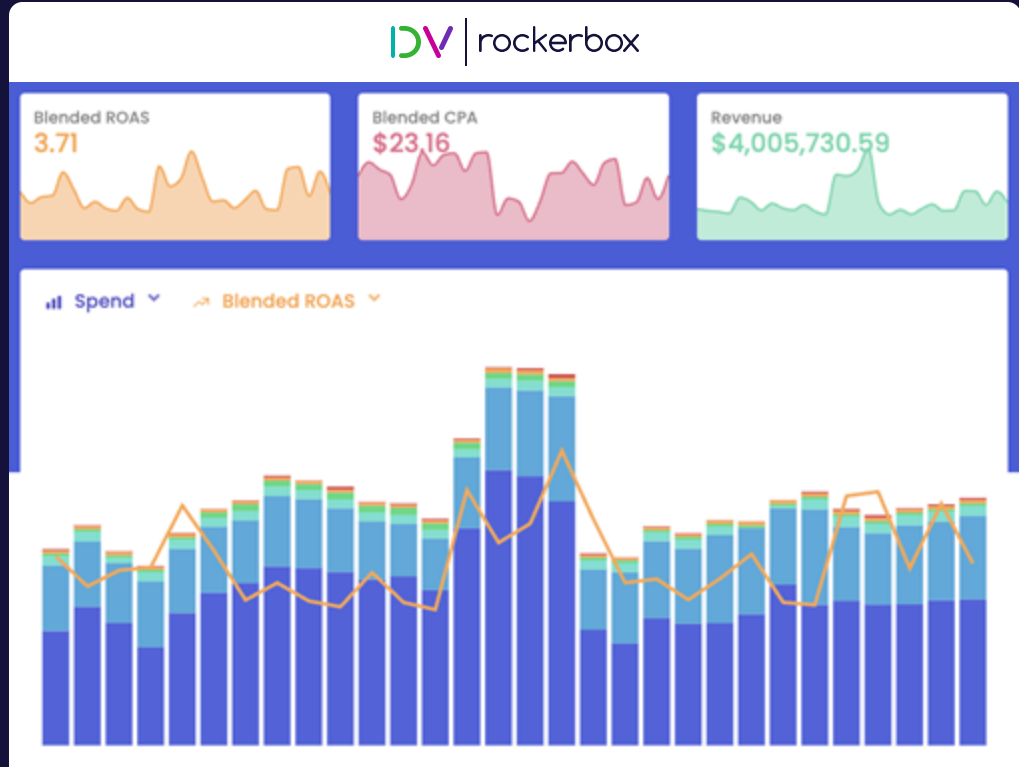
Revenue



Conversions



New vs Repeat Customers



To Enable Measurement from Quality to Outcomes



Cost Per Acquisition



Return on Ad Spend



Cost Per Site Visit

DV | rockerbox

Channel	Spend ▼	CPA	ROAS
✓ Paid Social	\$1,826,428.92	\$388.23	2.24
➤ facebook - instagram	\$1,725,522.99	\$383.52	2.43
➤ tiktok	\$61,264.50	\$358.67	1.81
➤ pinterest	\$39,641.43	\$1,146.61	1.72
➤ Paid Search	\$493,128.44	\$96.03	0.97
✓ Display	\$49,377.63	\$114.92	1.04
➤ ttd-retargeting	\$49,377.63	\$114.92	1.04
➤ Direct Mail	\$24,338.71	\$172.86	0.52
➤ Affiliate	\$21,103.31	\$18.42	.74

To Help You Plan

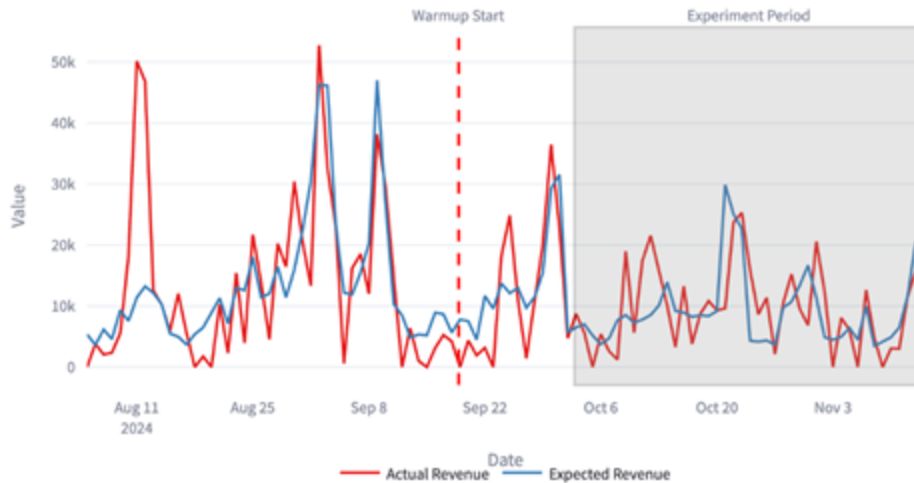


Channel / Tactic	Monthly Budget		Projected Monthly Budget	Projected Monthly Conversions		CPA		
	Proposed	% Δ		Proposed	% Δ	Proposed	Overall Δ	Marginal / Incremental
Google	\$329,472	0%	\$329,472	1,742	0%	\$189.15	-\$5,485.38	-
Meta	\$701,404	+16.7%	\$701,404	6,782	+8.1%	\$103.42	-\$2,770.66	\$5,910.97
TikTok	\$49,129	0%	\$49,129	385	0%	\$127.77	-\$3,705.40	-
Unclassified	\$0	-100%	\$0	0	0%	-	-	-
Baseline Conversions	\$0	0%	\$0	5,988	0%	-	-	-
Marketing Summary	\$1,080,004	0%	\$1,080,004	14,897	+3.5%	\$72.50	-\$2.57	-

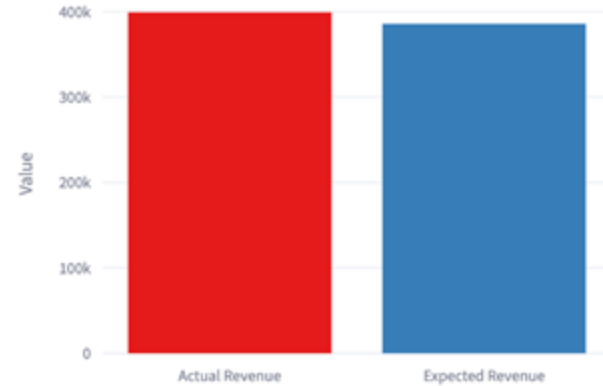
Verify You Made the Right Decisions

Timeseries of Actual Vs Expected Revenue

Timeseries of Metrics



Summary of Metrics



Case Study: Proof in Performance

Consumer Subscription Platform managing high spend across media platforms including DSPs and social media



Goal 1:

to reduce Cost per Acquisition (CPA)

DV | rockerbox



Goal 2:

reduce time and effort needed for optimization

DV | Scibids AI™

DV Rockerbox began sending verified daily CPA data to DV Scibids at the impression level using custom tags.

From Test to Scaled Impact — No Heavy Lift

Before DV Scibids AI™

A Consumer Subscription brand faced several hurdles to implement at scale :



Complex Data Activation



Scalability



Optimizing for Efficiency

After DV Scibids AI™

-39%

CPA

during the first
8 weeks (A/B test phase)

Broader Opportunities Unlocked for DV Scibids AI™

Now

Activate on Social media platforms and DSPs using the same independent outcomes signal



Next

Cross-platform optimization using DV Rockerbox's multi-touch data



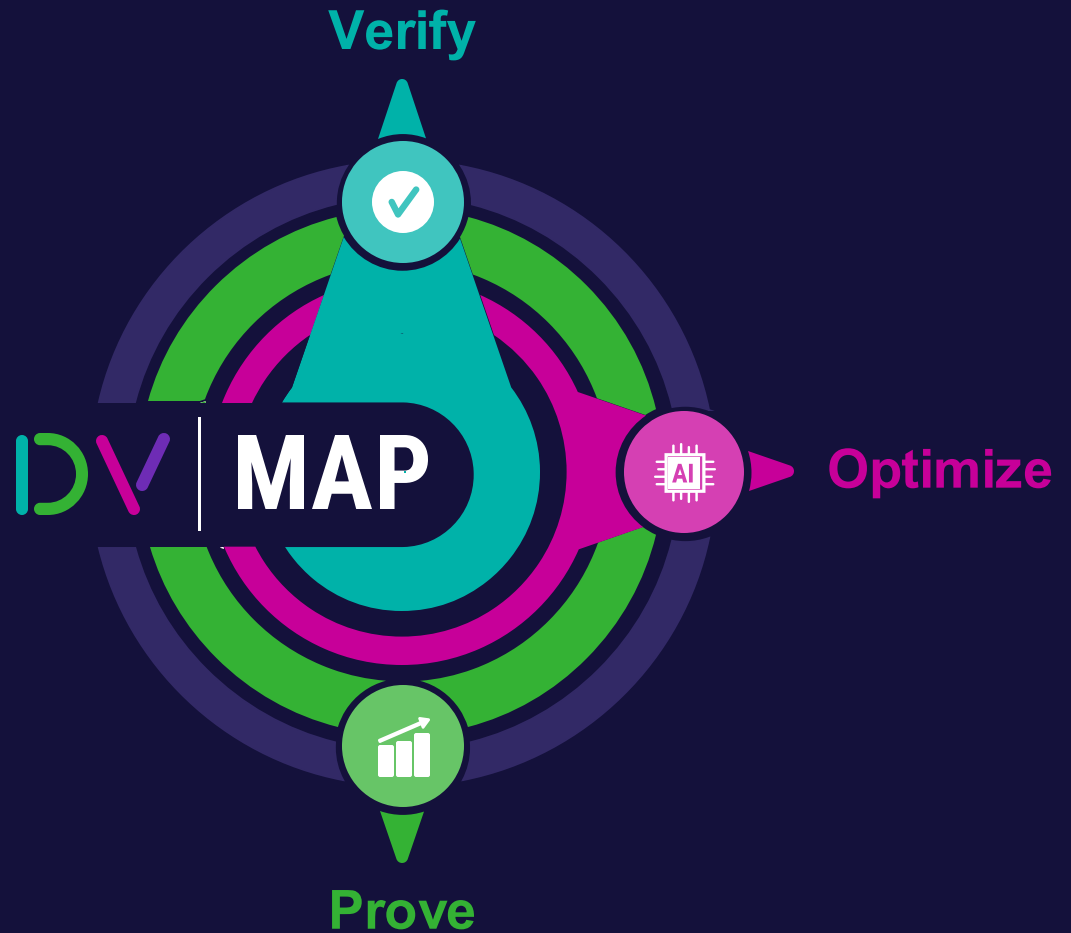
Future

Align around ROAS, LTV, and other business-centric goals, which we're already exploring with clients



Closing The Loop

IDV | PERFORMANCE
ADVANTAGE™



IDV | INNOVATION DAY

BREAK

IDV | INNOVATION DAY

**Partnering For Performance:
Meta & Away Travel on Transparency,
Measurement, and Growth**



Julie Eddleman

Global Chief
Commercial Officer
DoubleVerify



Ron Jacobson

Co-Founder of
Rockerbox



Diana Lucas

Director of Marketing
Science
Meta



Valerie Dediu

VP of Growth Marketing
& Ecommerce
Away Travel



Nisim Tal
Chief Technology Officer



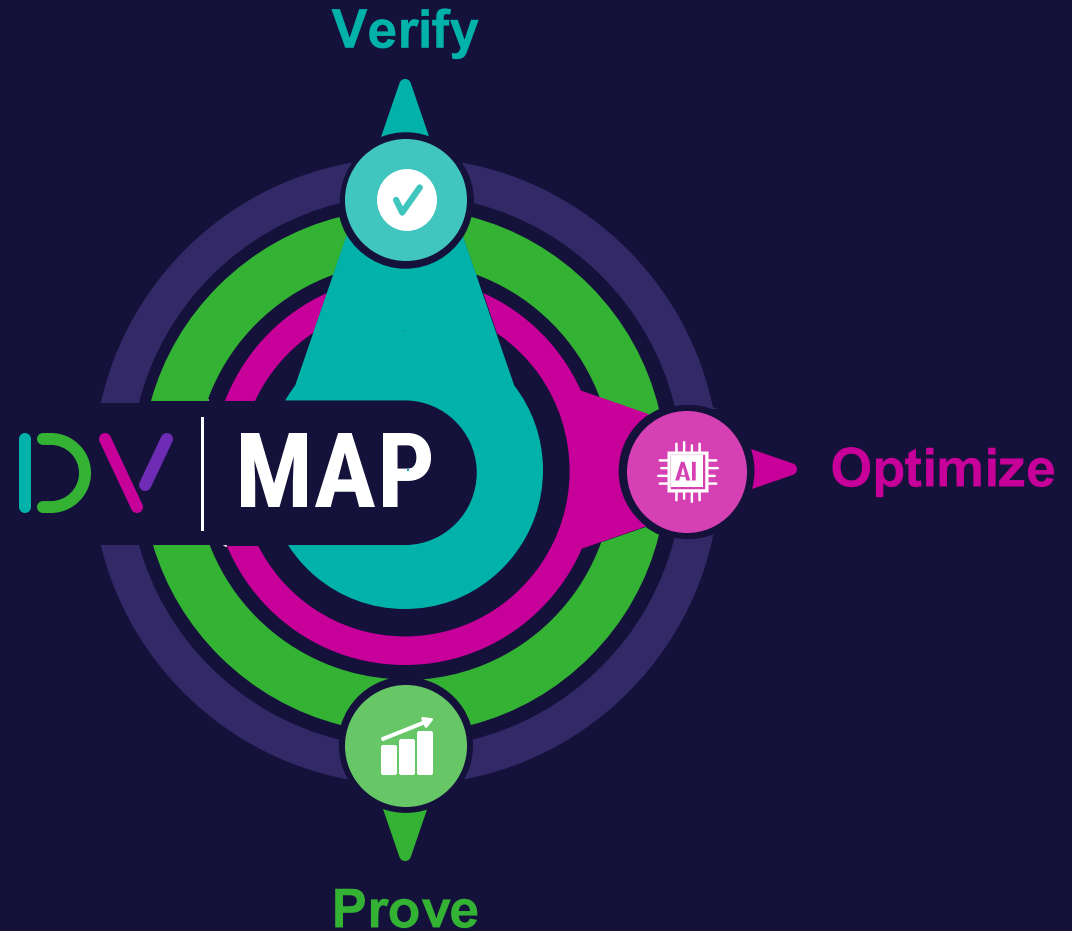
Alex Valle
Chief Product Officer

DEV | INNOVATION DAY

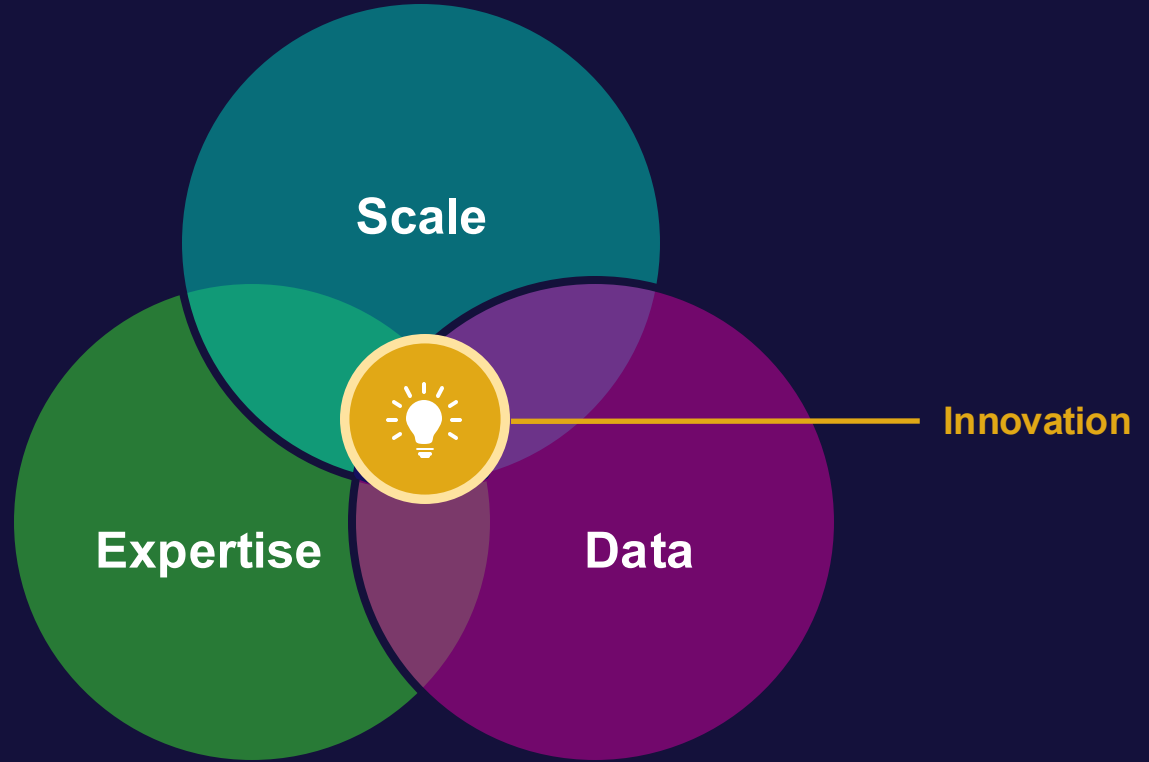
AI for ROI

The Intelligence Engine Behind DEV's Platform

Executing The Unified Vision

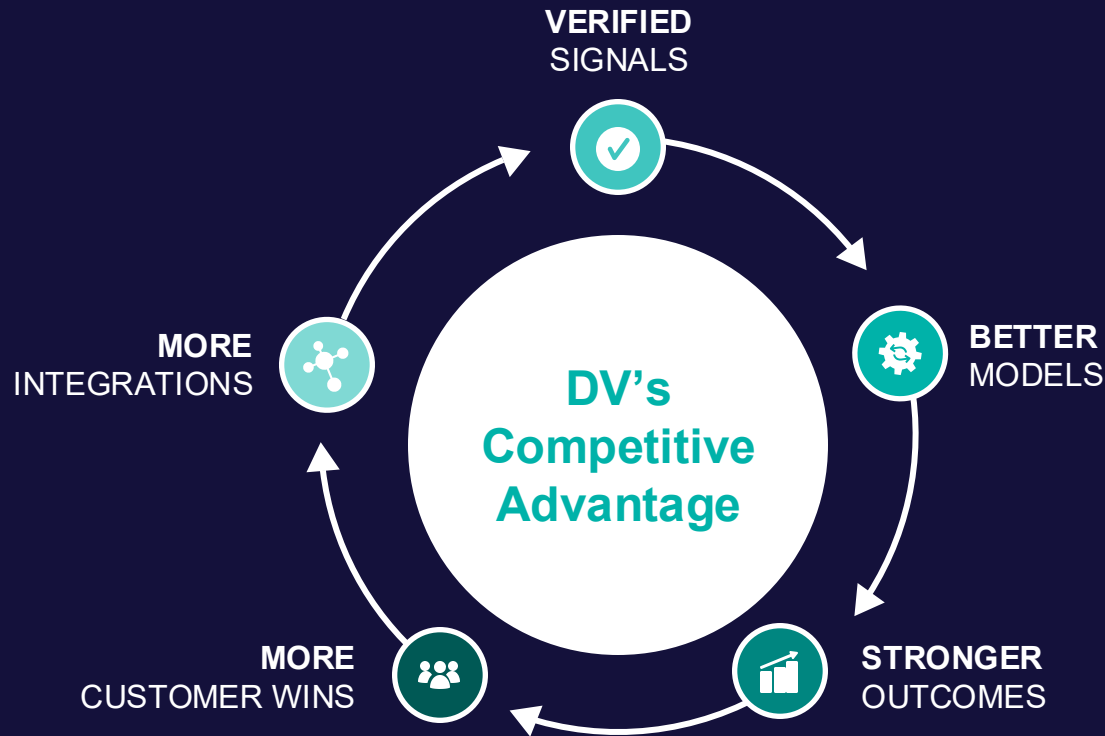


Executing The Unified Vision

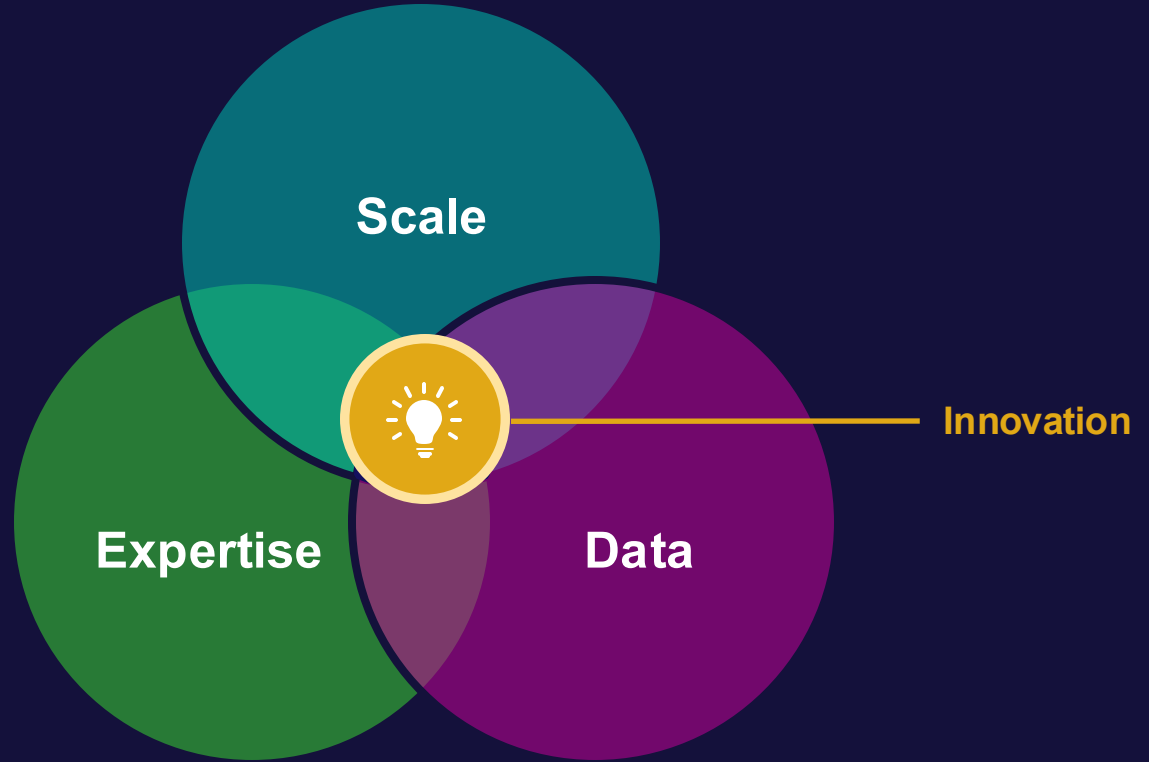




Turning Scale Into Competitive Advantage



Executing The Unified Vision



From Data to ROI: Turning Signal Into Value



Why DV's Data Volume Matters

LLM Training Sets¹

26TB

(OpenAI, 2023)



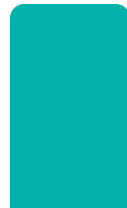
GPT - 4

160TB

(Meta, 2025)



LLAMA 4



VS

DV

400+ TB

of verified signal data
processed every day

Structured Data: Brand Policy, Suitability, Delivery Metadata, Attention, Cost, Outcomes, Attribution, Audience Graphs

Unstructured Data: Content (text, video, audio), Contextual Inputs (UGC, news, education)

Why LLMs Alone Can't Scale for Suitability

1 token = ~ 1 word
a basic unit to calculate AI usage cost



Why LLMs Alone Can't Scale for Suitability

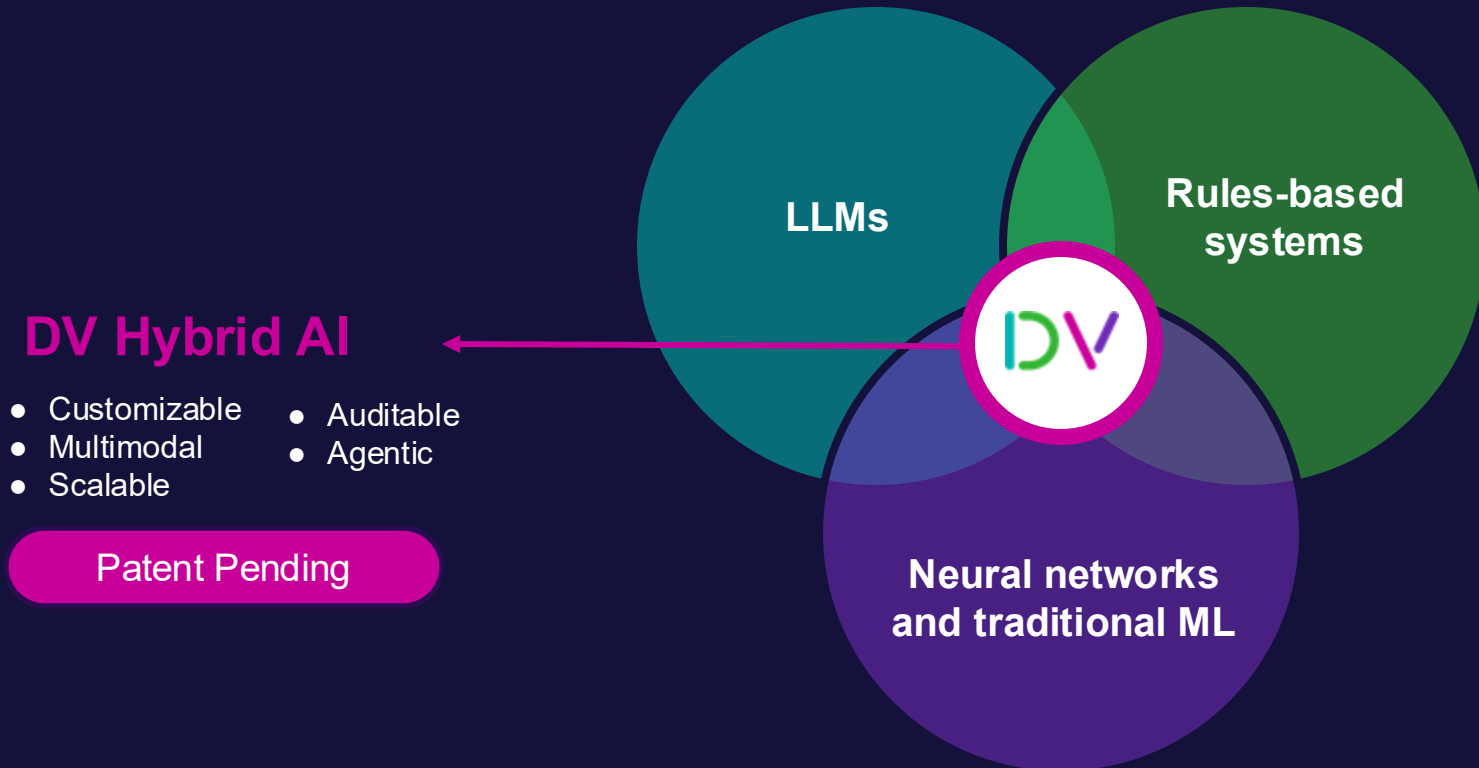
Content Tokens DV
Classifies Every Month



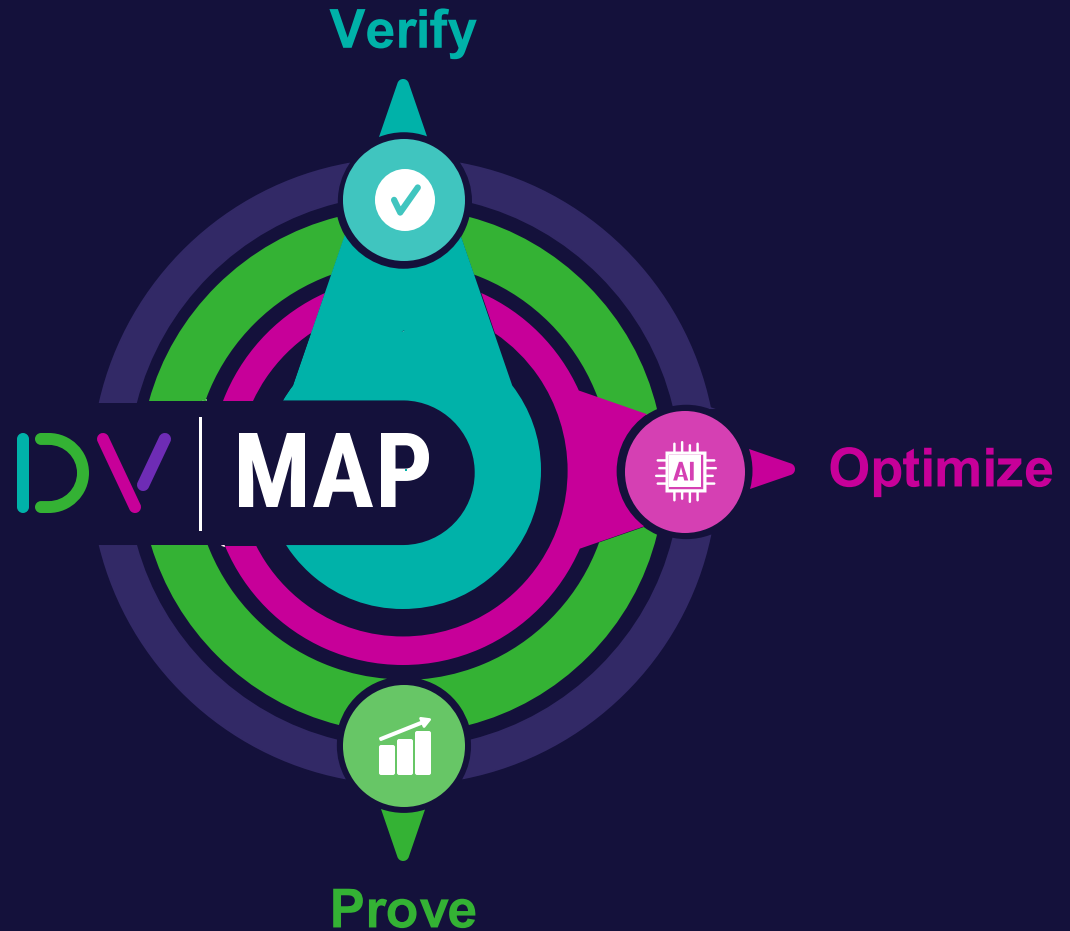
To replicate DV AI via
LLM it would require



The Smart Path: DV's Hybrid AI Approach



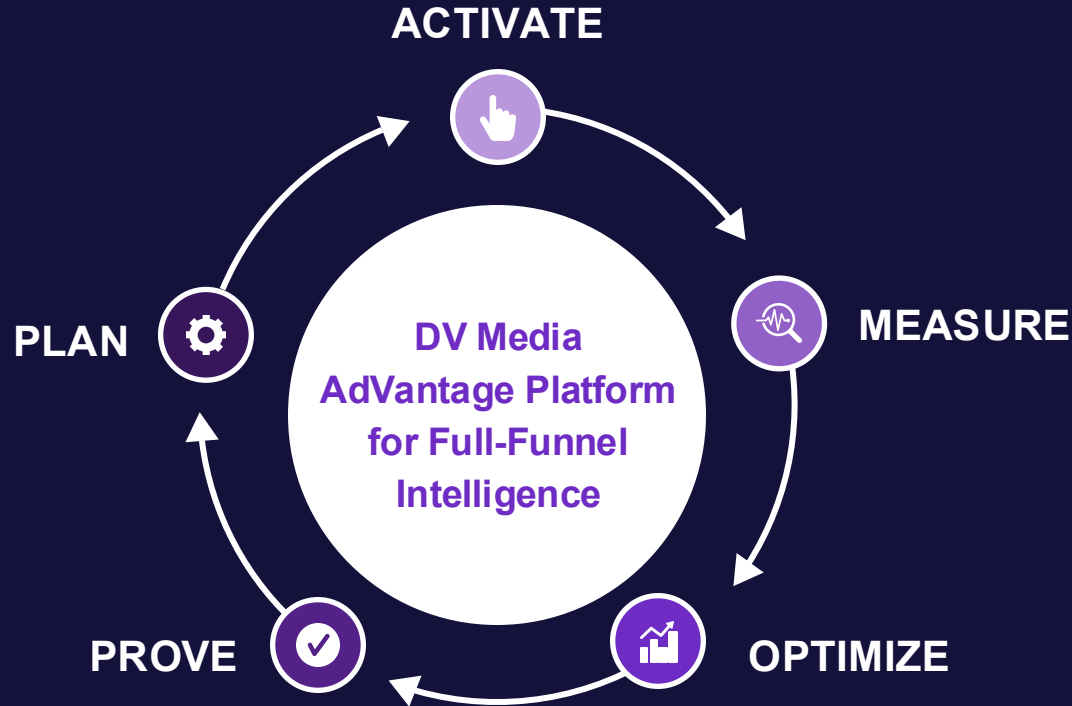
Executing The Unified Vision



DV AI Transforms Data into Action

300B+
signals daily

consistently drive
every stage of the
marketing campaign



Open Web



Social



CTV



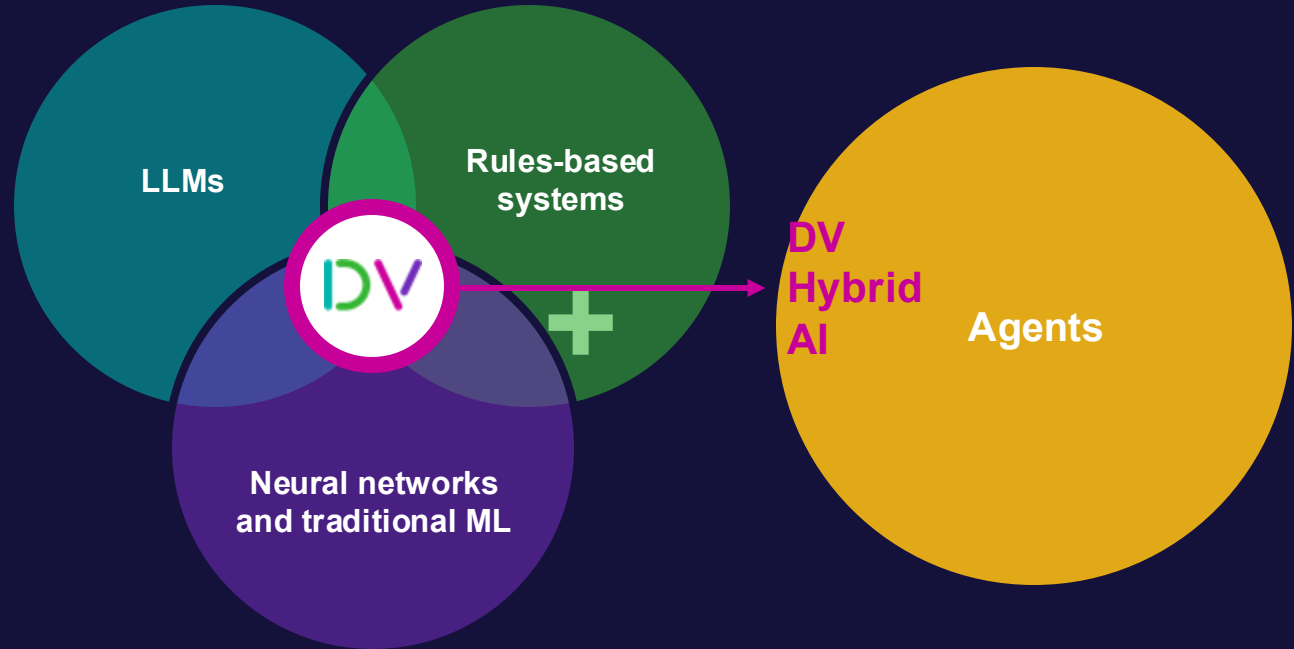
Retail Media

DV AI Drives Revenue and Lowers Cost

	Clients	Internal Operations
Speed	50% faster campaign launch	50% fewer steps for policy & category rollout
Optimization	200k+ models constantly retrained	100% IT tickets triaged
Efficiency	2000x faster, more accurate content labeling	40% faster software development

Scale of data, strategic integrations, consistent metrics, AI models

The Future



What's Next: Agentic AI in Action

Implement
Brand
Guidelines



Enforce
Brand
Preferences



Optimize
Campaigns



Reallocate
Budgets



Drive
Performance

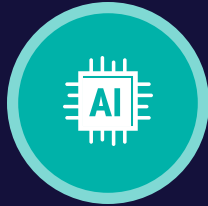


DV Advantage



Unified platform

built on real,
verified signals



Intelligence

embedded
across the full
media lifecycle



Infrastructure

that operates at
speed, scale
and precision



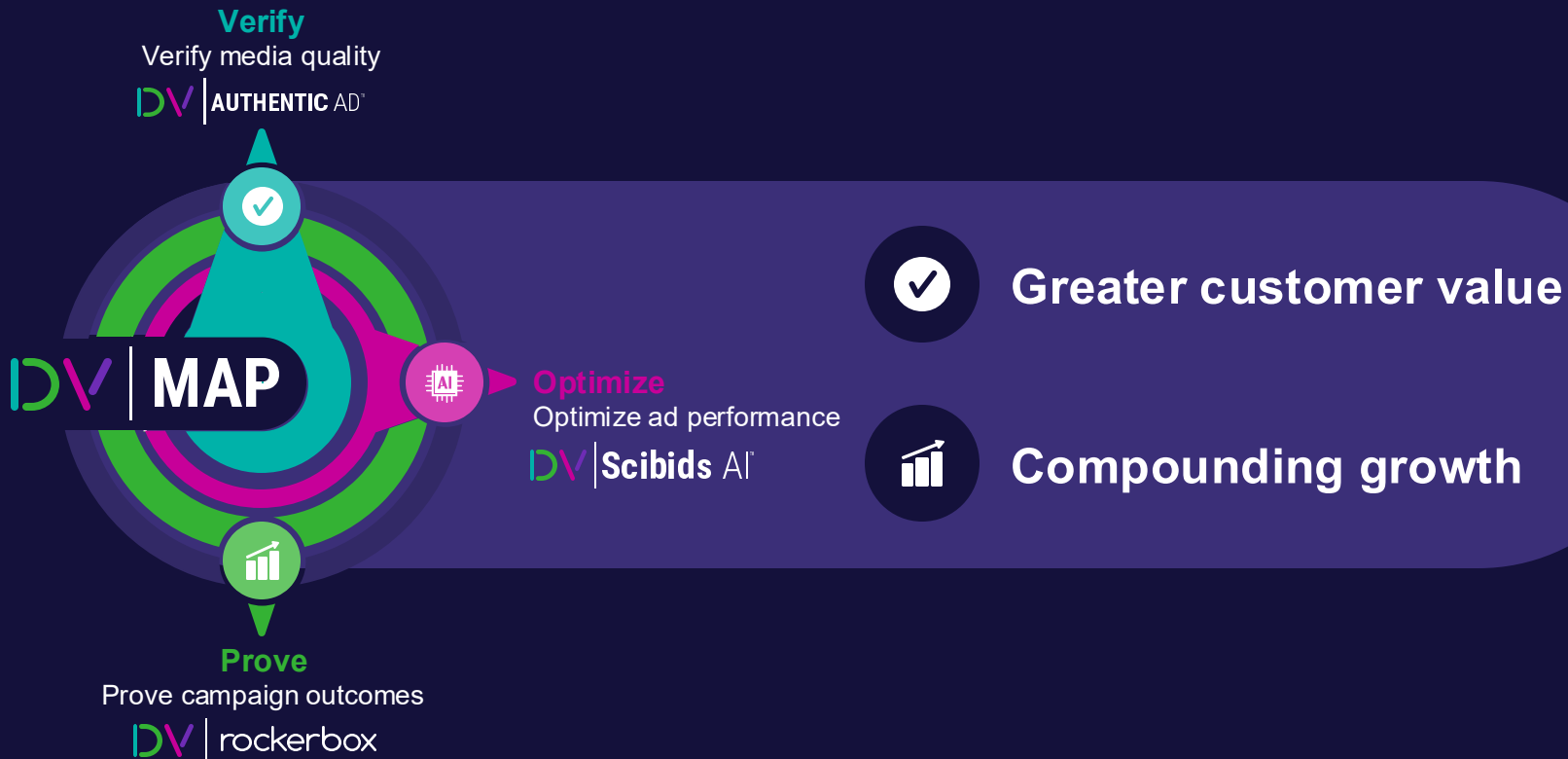
Product

that turns complexity
into clarity and
outcomes into growth

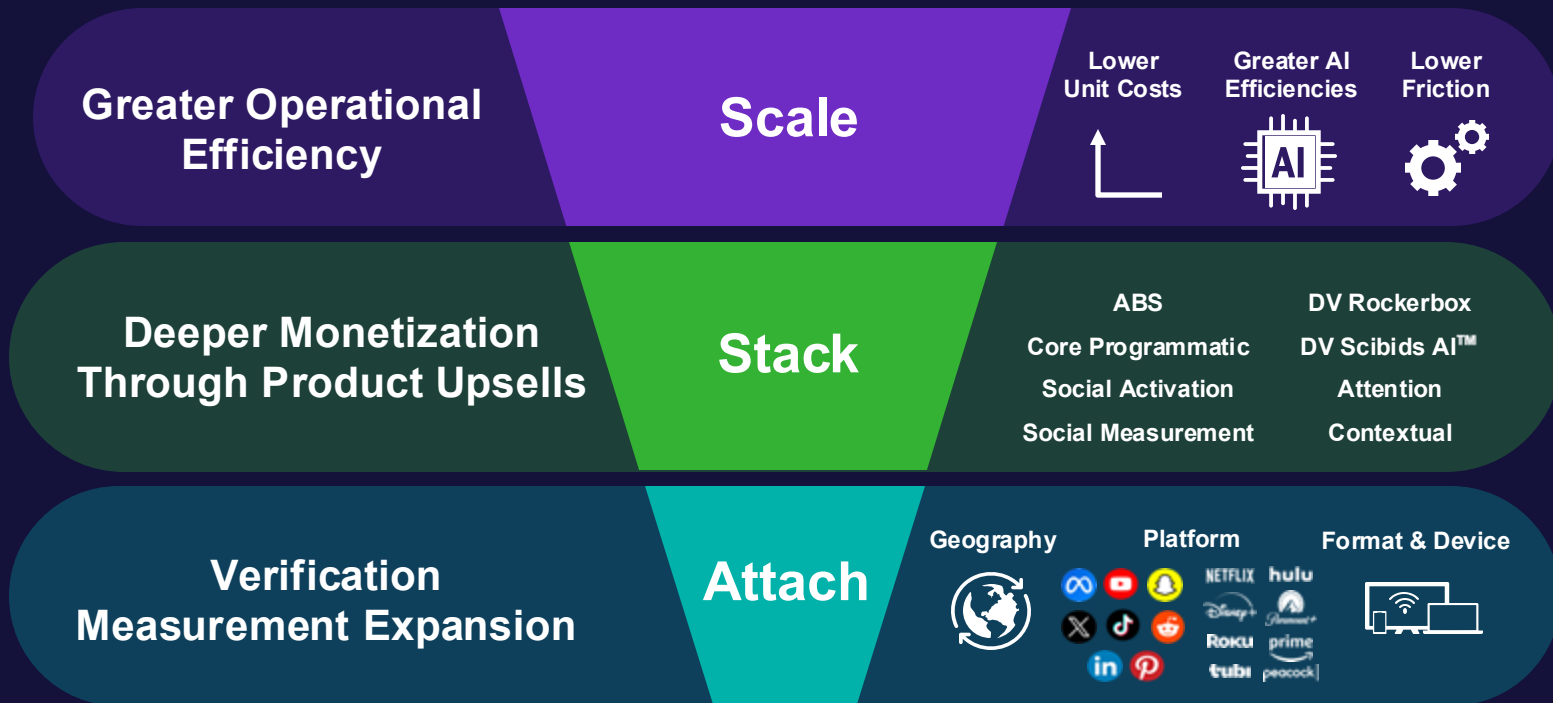


Nicola Allais
Chief Financial Officer

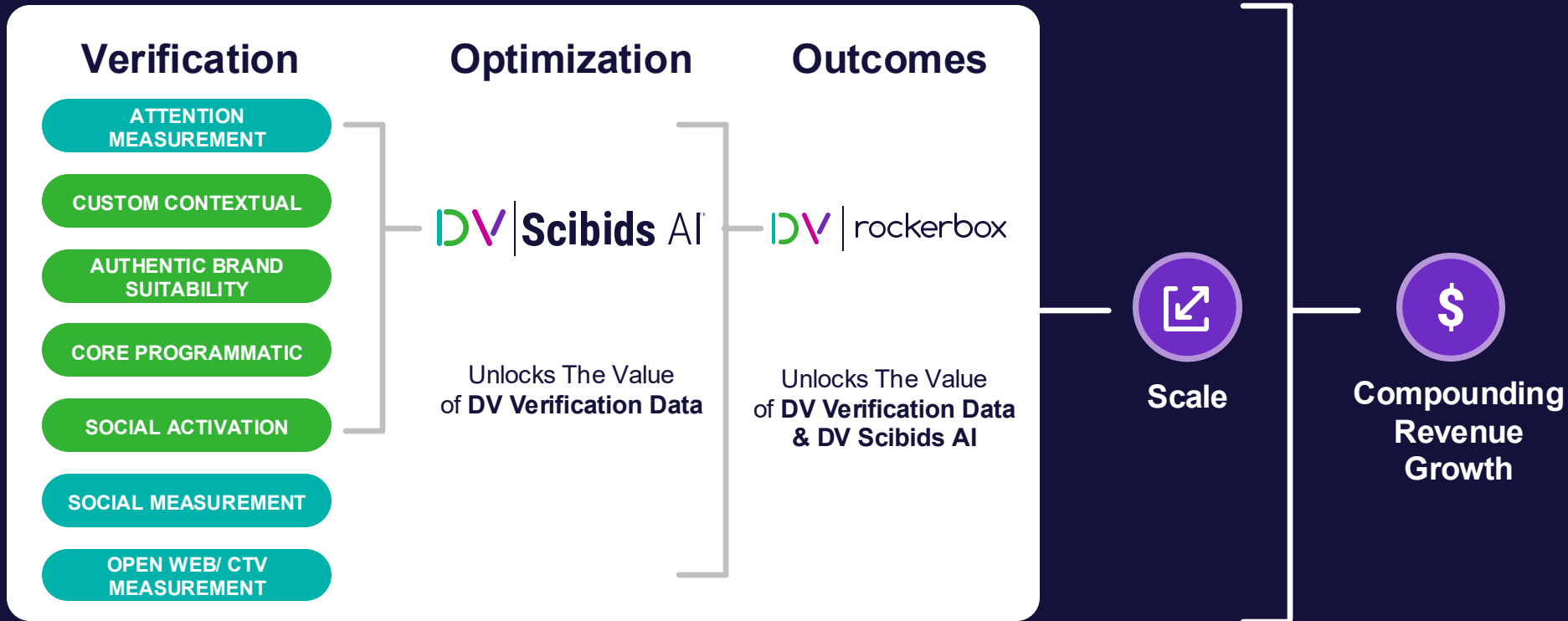
Connecting Vision to Value



DV's Growth Strategy



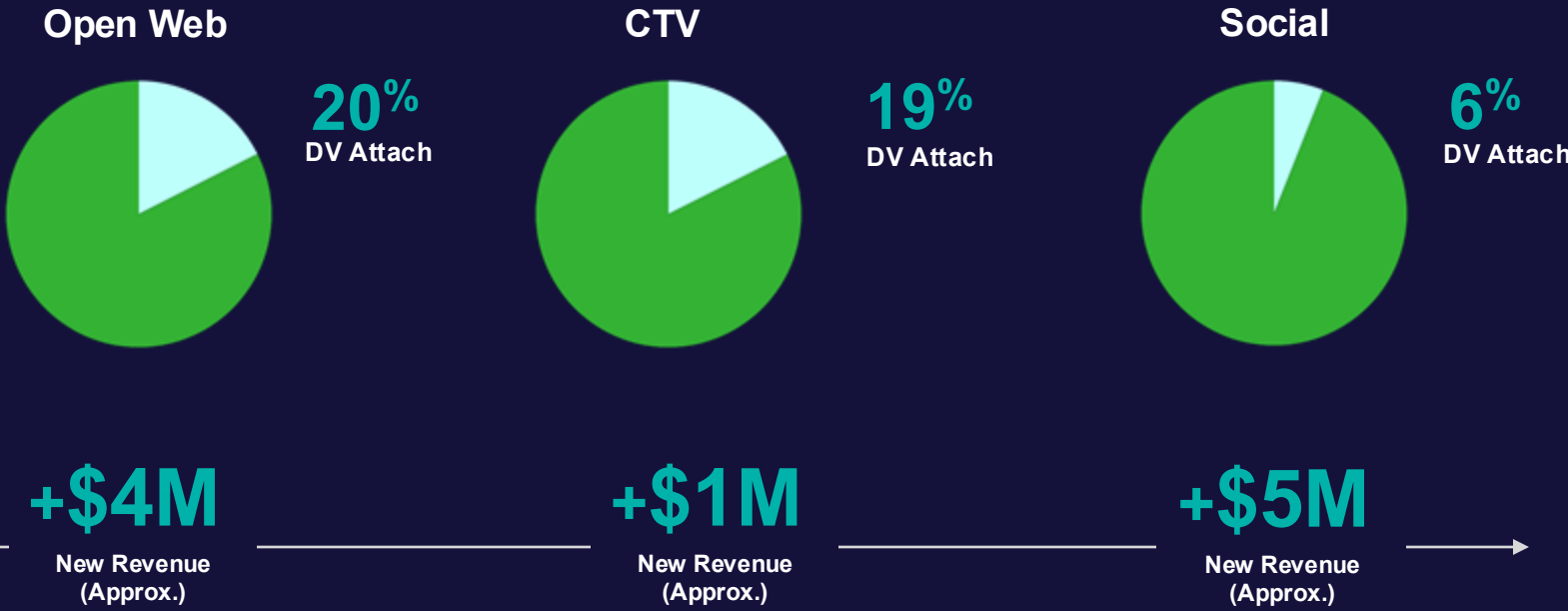
How Attach, Stack and Scale Work Together



Unlocking the Full Potential of Verification

DV Current Measurement Attach Rate vs. Opportunity by Media Environment

DV US Measurement Impressions Unverified Opportunity US (Attachable Volume)



+1%
Attach



More Products Drive More Revenue and Longer Retention

Top 700 Measurement Advertisers FY 2024

Average Revenue per Advertiser by Product Adoption (Approximate)

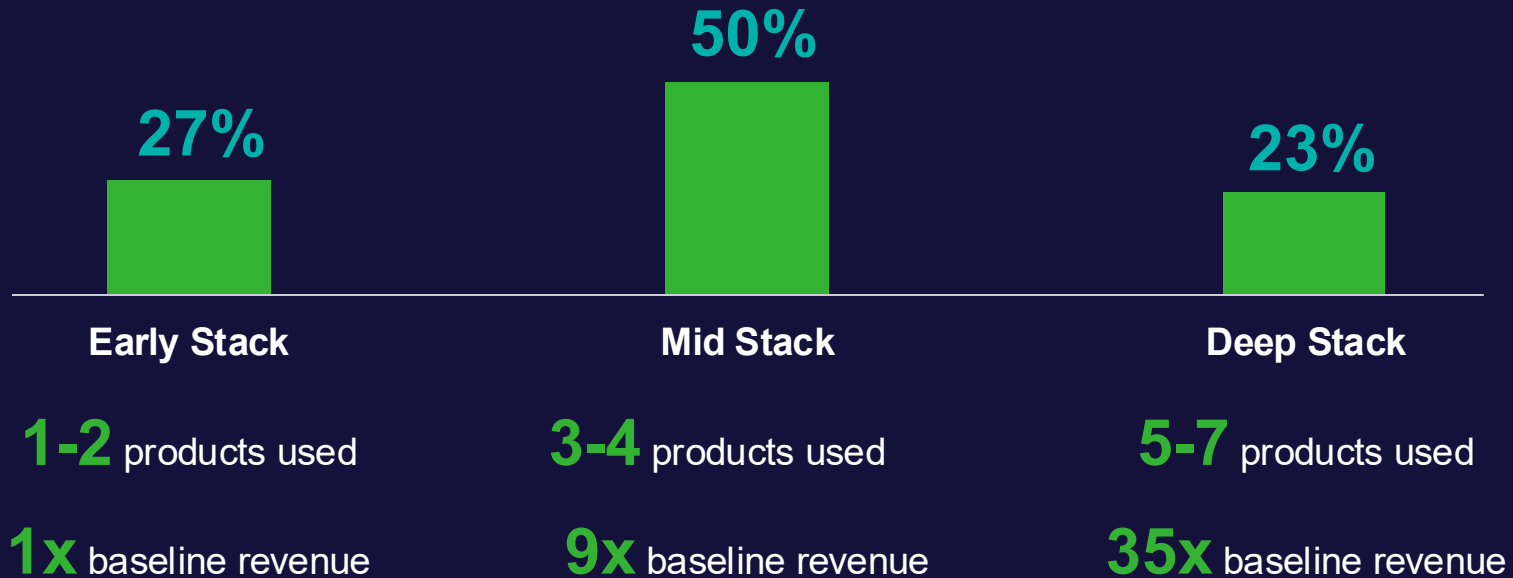




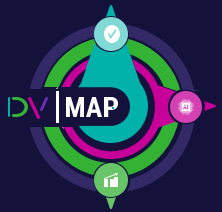
Most Clients Are Early in Their Stack Journey

Top 700 Measurement Advertisers FY 2024

By Product Adoption Tier



Building Large New Long-Term Growth Vectors



Social Activation

- Launched Feb '25
- Launched Apr '25

DV Authentic AdVantage

AUTHENTIC ADVANTAGE

- Launched Jun '25

Optimization

Scibids AI

Acquired Aug '23

Outcomes

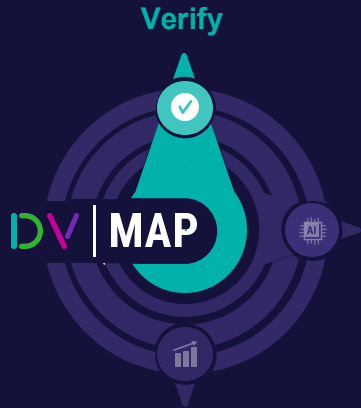
rockerbox

Acquired Mar '25

Activation Revenue

Measurement Revenue

Social Activation Potential Meta Opportunity



2024 Revenue:

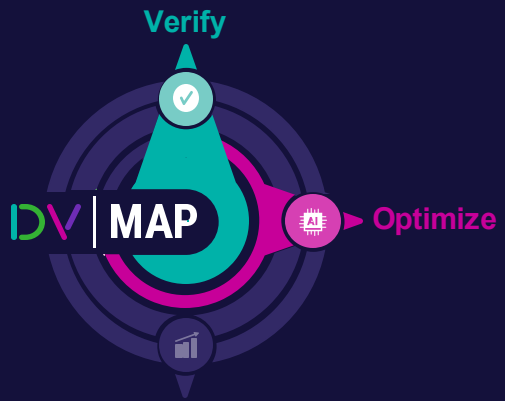
Total social measurement	\$109M
Meta measurement	~\$40M

Meta Activation Revenue Potential:

Illustrative estimate

\$40M - \$60M

DV Authentic AdVantage™ Potential YouTube Opportunity



2024 Revenue:

Total social measurement	\$109M
YouTube measurement	~\$44M

YouTube Activation Revenue Potential:

Illustrative estimate

\$82M - \$105M

Outcomes Beyond Brand: DV Rockerbox Potential Full Funnel Opportunity



Media Spend for all 700 DV Rockerbox targets	\$23B
--	--------------

Media Spend for 200 targets already working with DV	\$8B
---	-------------

Performance Cross-Sell Revenue Value:

Illustrative estimate

\$31M - \$47M



Revenue Penetration & Diversification Opportunities



New Product Introduction & Upsell

77%
of Top 700
not at deep stack
adoption



Channel Expansion

Only **48%**
of measurement
revenue is social



Client Growth and Scale

\$4.2m
per top 100
customer



International Expansion

Only **30%**
of measurement
revenue is non-US



Strategic M&A

- International Expansion
- Product Extensions
- Product Adjacencies

Scaling With Leverage

Early Progress (2024–2025)

- Automated model training
- Automated customer onboarding
- GenAI for sales workflows
- AI-triaged support tickets



Expected FY26 and Beyond

- Lower model development cost
- Faster revenue generation
- Growth with efficient headcount
- Faster operations



Efficiency initiatives underway to continue to deliver long-term operating leverage

Updated Guidance

Q2 2025

Revenue

\$180 M - \$184 M

Low-end - High-end

+17%
YEAR-OVER-YEAR
GROWTH
AT MIDPOINT

Adjusted EBITDA

\$52 M - \$56 M

Low-end - High-end

30%
MARGIN
AT MIDPOINT

FY 2025

Revenue

Expectations

+13%
YEAR-OVER-YEAR
GROWTH
(APPROXIMATELY)

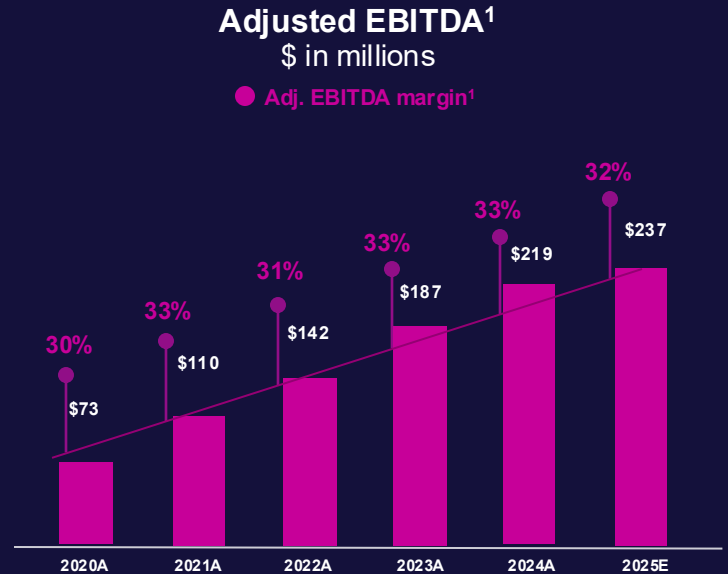
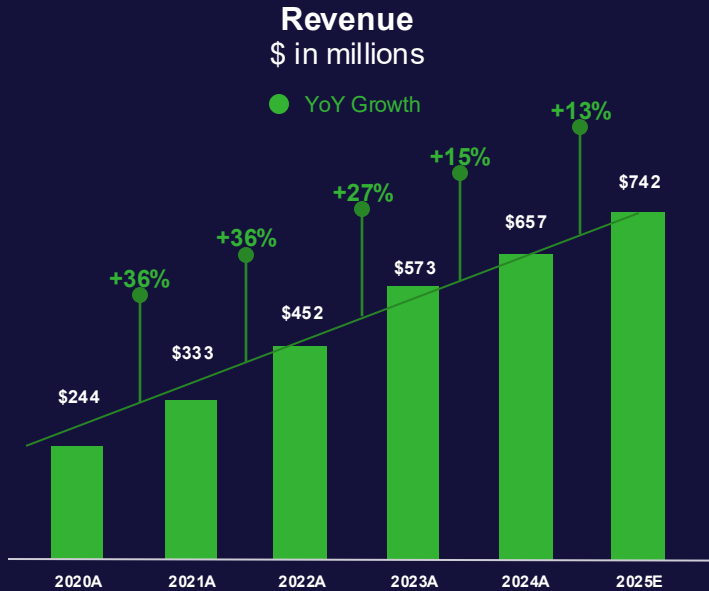
Adjusted EBITDA

Expectations

32%
MARGIN
(APPROXIMATELY)

Operating Discipline - Leveraging AI and Investing in Scalable Growth Vectors

Proven History of Growth & Profitability



2008
Year
Founded

1197
Employees at
Year-end 2024

8.3T
Media Transactions
Measured in FY 2024

\$56M
Net Income in
FY 2024

\$160M
Net Cash from Operating
Activities FY 2024

112%
Net Revenue
Retention FY 2024

1. Adjusted EBITDA and Adjusted EBITDA Margin are non-GAAP financial measures. Non-GAAP measures have limitations as analytical tools and should not be considered in isolation or as substitute for an analysis of results as reported under GAAP. See following slide for a reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin to the nearest financial measures reported under GAAP.

Non-GAAP Financial Measures Reconciliation

(\$mm)	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
Net income	\$20.5	\$29.3	\$43.3	\$71.5	\$56.2
Depreciation and amortization	24.6	30.3	34.3	40.9	45.2
Stock-based compensation	20.5	21.9	42.3	59.2	90.7
Interest expense, net	4.9	1.2	0.9	1.1	1.1
Income tax expense (benefit)	(3.1)	(3.5)	16.1	24.4	32.6
M&A and restructuring costs (a)	0.2	3.5	1.2	1.3	0.5
Offering, IPO readiness and secondary offering costs (b)	4.9	23.6	1.3	0.9	0.1
Other (recoveries) costs	1.6	3.8	3.4	(1.0)	-
Other income (c)	(0.9)	(0.3)	(1.2)	(11.2)	(7.5)
Adjusted EBITDA	\$73.2	\$109.7	\$141.6	\$187.1	\$218.9
% margin	30%	33%	31%	33%	33%

IDV | INNOVATION DAY

Q & A



**Mark
Zagorski**
Chief Executive
Officer



**Nicola
Allais**
Chief Financial
Officer



**Nisim
Tal**
Chief Technology
Officer



**Alex
Valle**
Chief Product
Officer



**Jack
Smith**
Chief Innovation
Officer



**Steve
Mougis**
Chief Growth
Officer



Mark Zagorski
Chief Executive Officer

Key Takeaways from DV's Innovation Day

A Strong Core

DV's core is strong and growing; 17% 1H 2025

The Performance Evolution

Leveraging the value of verification to expand into media optimization and performance measurement via the DV Media AdVantage Platform, expanding TAM

DV's AI Advantage

From unique scaled training data to accelerating operational efficiencies, AI is powering future growth and profitability in ways that aren't duplicated

Our Unique Capabilities = Winning the Future

Scale, innovation and trust unique to DV deliver results that make us essential to our customers and the ecosystem