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DV Expands AI-Powered Brand Suitability Measurement Coverage Across Meta's Feeds and Reels

New release empowers brands to align DV's avoidance controls with post-bid measurement across thirty content-level categories—delivering deeper transparency and insights

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) ("DV") (NYSE: DV), a leading software platform to verify media quality, optimize ad performance, and prove campaign outcomes, today announced the expansion of its post-bid brand suitability measurement across thirty unique content-level categories on Meta's Facebook and Instagram Feeds and Reels. These categories, developed as part of DV's client-focused innovation strategy, offer advertisers deeper transparency and insight into where their ads appear.

Earlier this year, DV [introduced](#) automated content-level controls on Meta's Facebook and Instagram Feeds and Reels. This launch builds on DV's existing capabilities on Meta, which now include comprehensive, end-to-end content-level controls and reporting in 34 languages.

"Our partnership with Meta is focused on delivering real, measurable value to advertisers," said Mark Zagorski, CEO of DoubleVerify. "By unifying suitability controls and measurement across all of DV's content categories, we're giving brands the tools to drive stronger performance on Meta's Feeds and Reels, with more control, more transparency, and more impact."

DV's unified media authentication strategy offers advertisers significant value throughout the media lifecycle. Content-level controls proactively evaluate inventory and automatically exclude content that doesn't align with each brand's unique suitability standards. Post-bid measurement then analyzes delivery, providing granular reporting on performance and content adjacency, offering clear insights into whether ads were delivered in environments that meet brand expectations.

This launch leverages DV's AI-powered Universal Content Intelligence™ engine, which analyzes video, image, audio, speech, and text to deliver scalable, high-quality content classification. DV's innovative key frame extraction method enhances video analysis by isolating only the most relevant moments, enabling faster, more efficient classification with reduced environmental impact, without compromising precision.

DV's brand suitability solution for social is a key component of DV's Media AdVantage Platform, which combines media verification, ad optimization, and campaign outcomes measurement to maximize media performance and return on ad spend. As part of media verification, DV's brand suitability tools help advertisers maintain brand equity and reduce waste.

About DoubleVerify

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media. Learn more at www.doubleverify.com.

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