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DV Launches Ask Neura, Expanding Natural-Language Access to Media Intelligence

New DV-built conversational AI experience helps advertisers uncover insights and act on recommendations across social, streaming TV and the open web
NEW YORK, Sept. 17, 2026 (GLOBE NEWSWIRE) -- DoubleVerify ("DV") (NYSE: DV), the leading software platform to verify media quality, optimize advertising performance and prove campaign outcomes, today announced **Ask Neura**, a new conversational AI experience built directly into DV Pinnacle®, enabling advertisers and agencies to interact with DV data and insights using natural language.

With this release, DV customers can analyze campaign effectiveness at any point in their workflow across fraud/invalid traffic (IVT), brand suitability, viewability, geographic alignment and attention. Advertisers can explore their data beyond predefined reports, follow questions wherever the analysis leads and understand both what is driving unusual trends and why specific recommendations are being made, providing greater transparency into how to improve ad performance.

"Conversational AI shouldn't just make it easier to find the answers you're already looking for. It should surface insights you may not have known to look for in the first place," said **Mark Zagorski, CEO of DV**. "With DV's Ask Neura, marketers can uncover what matters faster and take action that drives impact. Ask Neura also helps democratize decision-making across the organization, not just access to data."

Ask Neura can instantly explain unexpected shifts in campaign data, generate quick summaries and direct users to the most relevant dashboards for deeper analysis and action. It can also identify patterns and opportunities that might otherwise be missed, reducing the time and expertise required to move from insight to action.

"For agency teams managing campaigns across clients and channels, the ability to get to an answer quickly is incredibly valuable," said **Jake Li, Trading Director, Skyrise**. "Ask Neura gives our teams a simpler way to understand what changed, why it changed and where we should focus next, so we can spend more time applying those insights for our clients."

Ask Neura expands DV's broader conversational AI strategy. In January, DV introduced conversational AI within [DV Authentic Streaming TV™](#), enabling advertisers to use simple prompts to discover streaming content insights. With Ask Neura, DV is extending that conversational experience to additional channels, including social and the open web, giving clients natural-language access to DV data, insights and recommendations.

DV also enables clients to connect third-party conversational AI tools, including Anthropic Claude, through the Model Context Protocol (MCP) to access DV data, insights and recommendations. Together, these capabilities give brands the flexibility to engage with DV intelligence through the experience that best fits their workflow, whether through Ask Neura or their preferred third-party conversational AI tool.

Ask Neura is powered by [DV Neura™](#), the cognitive engine embedded across the DV Media AdVantage Platform ([DV MAP™](#)). DV MAP brings together media verification, performance optimization and campaign outcomes measurement to help advertisers improve media performance and return on ad spend.

Today, advertisers can use Ask Neura or their preferred conversational AI tool to connect with the DV Neura Insight Agent, which analyzes DV's media quality and performance data to surface actionable campaign insights and recommendations. DV is also introducing the DV Neura Activation Agent, designed to autonomously execute approved campaign changes within advertiser-defined guardrails and expected to become available in the months ahead.

For more information about this release, contact Sales@doubleverify.com

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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