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DoubleVerify Expands DV Authentic Attention to TikTok as the First Badged TikTok Marketing Partner for Impression-Level Attention Insights

With this new release, brands can identify high-performing creatives, optimize spend and maximize campaign effectiveness across TikTok campaigns

NEW YORK--(BUSINESS WIRE)-- DoubleVerify ("DV") (NYSE: DV), the leading software platform to verify media quality, optimize ad performance and prove campaign outcomes, today announced the expansion of the [DV Authentic Attention®](#) product to TikTok. This marks the first badged TikTok Marketing Partner offering for attention measurement that integrates direct impression-level signals to measure attention on the platform.

"There is no doubt that TikTok has become an essential advertising environment for leading brands. Understanding how consumers engage with those brands has become critical to evaluating current and future campaign success," said **Mark Zagorski, CEO of DoubleVerify**. "By leveraging our proprietary AI analytics capabilities and integration with TikTok, we have expanded DV Authentic Attention on the platform, giving advertisers a powerful new way to measure and optimize performance, and helping them identify what truly drives engagement and outcomes like never before."

Through its strong partnership with TikTok, DV now delivers granular, impression-level insights that uncover how ad exposure and audience engagement combine to influence attention and performance across ad sets, formats, creatives and objectives.

"At TikTok, we're constantly evolving our measurement ecosystem to help advertisers make more informed decisions," said **Lorry Destainville, Global Head of Monetization Product Partnerships at TikTok**. "DoubleVerify has been a trusted partner in advancing transparency and performance measurement across video. By expanding our collaboration, we're giving advertisers access to impression-level attention insights, empowering them to optimize ad creatives, ad placements and investment strategies on TikTok."

With this integration, advertisers gain the ability to:

- **Improve Creative Impact:** Identify creative fatigue and optimize ad effectiveness using DV's Attention Index, Exposure Index—including Time In-View metrics—and Engagement Index.
- **Maximize Campaign Performance:** Shift investment toward high-attention campaigns, creatives and placements to enhance media efficiency and impact.

- **Enable Smarter Benchmarking:** Compare performance across TikTok campaigns, ad sets, formats, verticals and regions to guide future creative and targeting strategies.

DV Authentic Attention 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 Authentic Attention helps advertisers understand how effectively their ads capture attention and drive user engagement—data signals that are correlated with campaign performance.

This launch follows the [recent debut](#) of DV Authentic Attention on Snap, further extending the company's attention measurement coverage across leading social platforms and reinforcing its mission to provide advertisers with a comprehensive, cross-channel view of media effectiveness.

To learn more, visit www.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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