

2025-06-11



# DoubleVerify Launches DV Authentic AdVantage, an Industry-First, AI-Powered Solution to Drive Superior Performance Across Proprietary Video Platforms

*An integrated solution combining DV Scibids AI optimization with video pre-bid avoidance to drive media quality and performance, while reducing operational overhead*

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 launch of the DV Authentic AdVantage™, a first-of-its-kind solution that combines DV's trusted media quality controls with DV Scibids AI™ to drive superior outcomes across walled garden environments. The solution initially will launch across proprietary video platforms, enabling advertisers to enhance performance while safeguarding brand equity.

"Marketers have long faced a tradeoff when trying to advertise across premium video content from top creators without driving up CPMs, forcing a choice between reach and media quality," said Mark Zagorski, CEO of DoubleVerify. "DV Authentic AdVantage eliminates that compromise by uniting media quality protection and campaign performance optimization in a single, streamlined solution. This industry-first offering helps brands boost spend efficiency, scale reach, and achieve breakthrough performance across walled gardens."

DV Authentic AdVantage combines DV's verification and optimization capabilities into a single offering, specifically designed to address the challenges of advertising in walled gardens. Traditionally, brands have faced compromises between cost efficiency, media quality, and performance. DV Authentic AdVantage removes these constraints, delivering on all three.

Key benefits for advertisers using DV Authentic AdVantage include:

- **Protect brand equity:** Ensure your advertising aligns with brand-safe and suitable content, language preferences, and media quality standards tailored to your brand's unique settings.
- **Maximize campaign performance:** Seamlessly optimize campaign performance with automated bid adjustments and budget allocations, powered by industry-leading AI activation technology.
- **Verify quality and measure performance:** Authenticate media quality and evaluate campaign success with detailed insights and reporting within DV Pinnacle®, DoubleVerify's unified service and analytics platform.

DV Authentic AdVantage is built on the strength of the DV Media AdVantage Platform (DV MAP), a new framework that lets brands harness the power and synergy of DoubleVerify's vast capabilities, including core verification, AI-powered optimization, and outcome measurement. These component

parts can be employed by advertisers to maximize media effectiveness and drive tangible business results across channels, devices, and formats.

DV MAP is structured around three pillars:

- **Verify:** Protect brand equity and reduce waste using DV's media quality controls, including fraud, viewability, brand suitability, attention, context, and more, across all media transactions and formats.
- **Optimize:** Drive cost efficiencies and maximize campaign performance through real-time, AI-powered optimization, leveraging DV Scibids AI.
- **Prove:** Demonstrate and analyze the impact of campaigns with outcome measurement powered by DV Rockerbox™, providing data-driven insights that improve future planning and optimizations.

"The DV Media AdVantage Platform delivers on the synergy of our core verification capabilities and recently acquired technologies, bringing our trusted data, AI-powered optimization, and campaign outcome measurement under one platform," Zagorski continued. "This constitutes an evolution for DV and a paradigm shift for the verification category and digital advertising at large. Crucially, it aligns us perfectly with the primary objective of media buying, to help brands maximize quality and prove ROI on every dollar spent."

### **Delivering on DV's Strategic Vision**

DV MAP represents a significant milestone in DV's evolution, from media verification provider to full-spectrum media effectiveness platform. This transformation meets growing demand for transparency, efficiency, and accountability in digital advertising.

DV acquired Scibids in 2023 to bring AI-powered campaign optimization directly into its offerings. DV Scibids AI uses impression-level data (including pricing), first-party data, and trusted third-party measurement inputs to dynamically generate custom bidding algorithms aligned to a brand's individual campaign KPIs.

Earlier this year, DV acquired Rockerbox, a unified marketing measurement platform that provides Multi-Touch Attribution (MTA), Marketing Mix Modeling (MMM), and Incrementality Testing solutions that prove the effectiveness of campaigns and inform ongoing optimizations through outcomes data and insights.

To learn more, visit [www.doubleverify.com](http://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](http://www.doubleverify.com).

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Source: DoubleVerify