



## Rubicon Project and Integral Ad Science Partner to Deliver Placement-Level Viewability Scores for Video and Display Advertising

February 6, 2017

*Scores Are Provided for Individual Ad Placements and Delivered Within the Bidstream, Helping Buyers in the Rubicon Project Marketplace Make More Informed Decisions*

LOS ANGELES & NEW YORK--(BUSINESS WIRE)--Feb. 6, 2017-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, and Integral Ad Science (IAS), the technology and data company that empowers the advertising industry to effectively reach and influence consumers everywhere, today announced they have come together to provide advertisers with reputable, third-party viewability scores for display and video advertising at the individual ad placement level, and to deliver those scores within the auction bid request.

"With this important innovation, Rubicon Project and IAS have significantly advanced the viewability discipline," said Jeremy Mason, VP, Business Development, Audience Science. "We look forward to working with them to bring this valuable data to advertisers everywhere who seek increased transparency and efficacy across the purchase, execution, measurement and attribution process."

"Armed with placement-level predictive viewability scores, media buyers in the Rubicon Project marketplace can make better informed pricing decisions, establish accurate performance measurements, and execute increasingly sophisticated strategies," said David Marquard, VP, Product Management, Integral Ad Science. "Our data will also empower publishers to use viewability as a selling point including – in the near future – packaging and merchandising high performing inventory more effectively on Rubicon Project's industry-leading Orders platform."

The combined Rubicon Project and IAS viewability offering is being made available to IAS clients and partners for display and video advertising on both desktop and mobile web. It leverages IAS's MRC-accredited viewability solution, Rubicon Project's global premium publisher catalog and the IAB's new OpenRTB 2.5 metric object to reveal in the bid request how well each individual ad placement is positioned on the page for the consumer to see it.

"Our unique viewability solution will provide buyers with the data signals they need to make better real-time buying decisions and successfully execute campaigns across our open *and* private marketplaces," said Tom Kershaw, Chief Product & Engineering Officer, Rubicon Project. "Placement-level viewability data is also crucial to publishers, enabling them to evaluate and optimize their inventory at the atomic level, driving superior performance and pricing and ultimately maximizing long-term yield."

### About Integral Ad Science

Integral Ad Science (IAS) is a global technology and data company that builds verification, optimization, and analytics solutions to empower the advertising industry to effectively influence consumers everywhere, on every device. We solve the most pressing problems for brands, agencies, publishers, and technology companies by verifying that every impression has the opportunity to be effective, optimizing towards opportunities to consistently improve results, and analyzing digital's impact on consumer actions. Built on data science and engineering, IAS is headquartered in New York with global operations in ten countries. Our growth and innovation have been recognized in Inc. 500, Crain's Fast 50, Forbes America's Most Promising Companies, and I-COM's Smart Data Marketing Technology Company. Learn more at [www.integralads.com](http://www.integralads.com).

### About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170206005144/en/>

Source: Rubicon Project

For Integral Ad Science  
Veronica Herico  
415-820-4168  
[integralUS@hotwirepr.com](mailto:integralUS@hotwirepr.com)

or  
For Rubicon Project  
Eric Bonach  
310-207-0272  
[press@rubiconproject.com](mailto:press@rubiconproject.com)