



IAS LAUNCHES AI-DRIVEN TOTAL MEDIA PERFORMANCE™ SOLUTION TO MAXIMIZE RETURN ON INVESTMENT FOR GLOBAL ADVERTISERS

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Total Media Performance Unites Media Quality Insights with AI-Powered Optimization for End-to-End Transparency

NEW YORK, Jan. 7, 2025 /PRNewswire/ -- Integral Ad Science (Nasdaq: IAS), a leading global media measurement and optimization platform, today announced the launch of its AI-driven Total Media Performance™ (TMP) solution. Total Media Performance (TMP) enables advertisers to achieve better campaign outcomes by integrating IAS's industry-leading media quality signals with in-flight optimization.



Leveraging responsible and trusted artificial intelligence (AI) models to align media quality with cost and outcomes, TMP empowers advertisers to drive ad effectiveness through quality path optimization with end-to-end transparency across the programmatic supply chain.

"The launch of TMP marks a significant evolution for IAS as we expand beyond media efficiency and brand protection to deliver a unified marketing performance solution," said Lisa Utschneider, CEO of IAS. "We're uniquely positioned to help advertisers unlock data to transform media quality insights into actionable, revenue-driving strategies and achieve superior results across the increasingly fragmented digital media ecosystem."

With Total Media Performance, global advertisers can now:

- **Boost Outcomes:** IAS pre-bid protection delivers ROI by prioritizing quality media that drives outcomes and protection of brand equity in one cohesive solution. Advertisers can seamlessly sync quality protection across DSPs for operational efficiency.
- **Gain Greater Transparency:** TMP drives ROI by combining media quality and cost insights with IAS's quality path optimization. Advertisers are empowered with supply chain transparency to optimize towards the most efficient media for superior outcomes.
- **Automate In-Flight:** Dynamic Performance Profiles enable advertisers to maximize reach and performance and automatically adjust campaigns mid-flight with dynamic, privacy-safe contextual targeting.

"With TMP, IAS can now equip advertisers with advanced tools to maximize their media investments, driving both efficiency and exceptional outcomes," said Srishti Gupta, CPO of IAS. "We are committed to evolving TMP to meet advertisers' needs, helping them reduce media waste, drive superior performance, and safeguard brand equity in the evolving media landscape."

IAS's TMP is able to demonstrate the true financial impact of media quality. By reallocating spend towards higher-quality paths, IAS delivered a 25% decrease in cost per conversion and a 33% decrease in the cost of a quality impression for a leading global technology brand.

About Integral Ad Science

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.

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