

# Marketplace Quality

## About Quality Controls

Leveraging both automated and manual processes, we provide best-in-class protection, with greater transparency and viewability insight across screens, channels and formats, allowing both publishers and buyers to proactively address threats to brand safety and protect the end user experience.

### Ad quality

We help safeguard publishers' inventory across channels, screens and ad formats, by monitoring for and protecting from low-quality ads that harm the user experience.

### Inventory quality

Advertisers want to be assured that their campaigns are viewed by humans in a brand-safe environment. Our tools inspire buyer confidence by rigorously vetting inventory for invalid traffic, while bolstering brand safety.

## Search Quality Controls

### Featured Pages

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- [Ads.txt Implementation Guide](#)
- [Allowlist](#)
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- [OpenRTB Supply Chain Object and Sellers.json](#)
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### Recently Updated Pages

#### [Quality rejection reasons](#)

Nov 12, 2021 • updated by Mindy Carpenter • view change

#### [Keyword blocking](#)

Sep 23, 2021 • updated by Mindy Carpenter • view change

#### [Creative attributes](#)

Sep 22, 2021 • updated by Mindy Carpenter • view change

#### [Creative Management](#)

Sep 22, 2021 • updated by Mindy Carpenter • view change

#### [Blocklist Manager](#)

Sep 09, 2021 • updated by Mindy Carpenter • view change