KILL THE BUDGET DRAIN IN YOUR MEDIA PLAN:

How Outdated Brand Safety Strategies Quietly Waste Your Spend

Wednesday, October 21, 2026

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Basis®

The Future of Advertising Runs on Basis.

Award-winning technology and services that integrates and radically improves agency and marketer capabilities, drives outcomes for media campaigns and businesses.



Where Brand Safety Goes from Here

Today we'll:

- Identify what's been draining your media budgets
- Assess how 'safe' inventory doesn't always signify quality
- Turn ad verification into your buying advantage
- How to protect working media without paying more

Media waste is too expensive to ignore

$26.8B

in programmatic media value is still lost to inefficiencies every year.

Source: ANA 2025 Programmatic Transparency Report

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There’s a hidden cost to ‘safe’ media

More exclusions → Less inventory

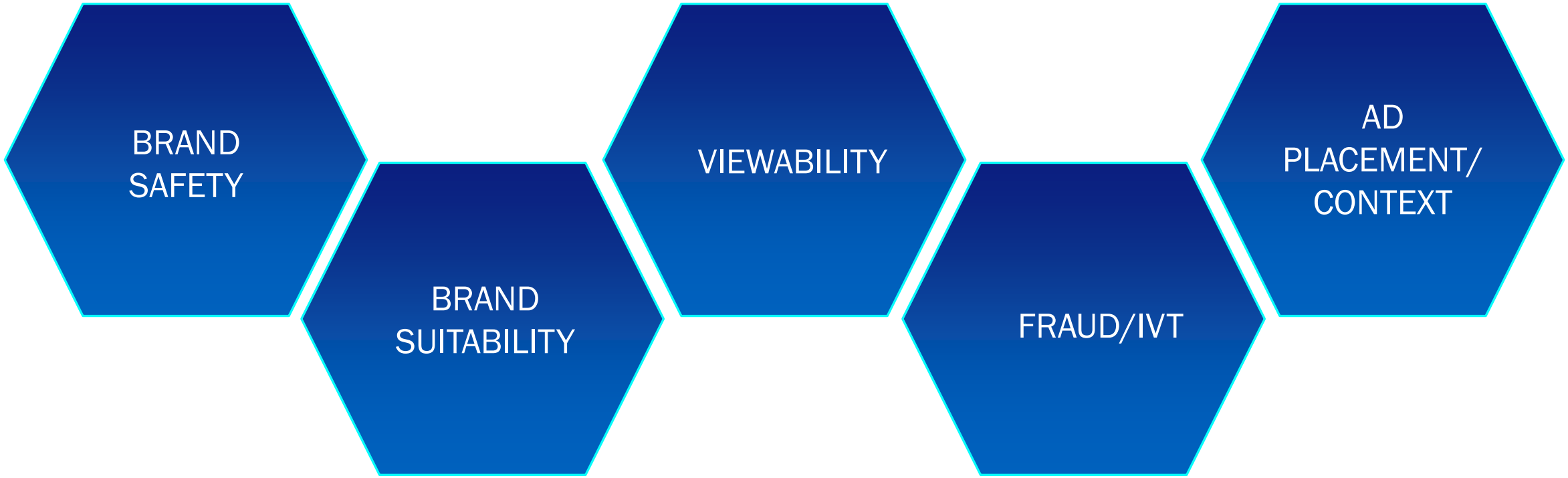
Less inventory → higher costs

Higher costs → reduced reach/pacing

Reduced reach → pressure to loosen controls

Brand Safety is just the beginning

A BETTER APPROACH



Be choosey about building the measurement system using the solutions that work for your needs.

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Going beyond what to block

Ask:

- What risk are we trying to prevent?
- How much scale are we willing to sacrifice?
- Which signals indicate quality rather than simply risk?
- Can those signals change the buying decision in real time?

Ad verification is evolving from a safety check **into a media optimization layer.**

The Case for Pre-Bid Intervention Remains Critical



Continuous Emerging Threats

Digital risks constantly evolve, including new forms of fraud and low-quality inventory sources.



Brand Reputation

The pressure of a brand reputation risk is increasingly weighing on marketers' minds and can have serious impact to their bottom line.



Wasted Spend

Non-working media fees are on the rise and marketers can’t afford to waste a single dollar on invalid impressions and non-performing media.

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Good Intent, Concerning Outcomes

Binary Methods

Blunt force blocking results in over-restricting, missing out on good inventory and desired reach

Historic, Stale Data

Content, tone, sentiment in digital media changes by the minute. Bidding logic can't depend on old data to inform buying strategies.

Pricing Complexity

Advertisers are often forced to compromise protection, quality and performance due to CPM stacking for the right segment construct for their unique needs.

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The Reach vs Risk Dilemma

Traditional KPIs Leave Brands Vulnerable

- Brands and agencies prioritize maximizing reach across platforms, channels and formats.
- This increasingly includes user-generated content and less regulated environments.

Factors Contributing to the Dilemma:

Programmatic: Scaled automated buying can limit placement transparency and control.

User-Generated Content: Vast reach creates content moderation challenges.

Increased Volume: Content overload makes placements harder to monitor.

Sophisticated Fraud: Evolving tactics make legitimate impressions harder to verify.

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MISSED OPPORTUNITIES

Real world examples of over blocking resulting in missed opportunities

Taylor Swift- Person of the Year

Massive cover story but resulted in widespread ad blocking due to binary keyword lists.

Binary keyword blocklists flagged the article as unsafe because it contained words like "feminist," "killer," and "slay"



Duchess of Sussex Megan Markle Content

Premium publishers like The New York Times found that major household brands were inadvertently blocked across all high-traffic articles mentioning Meghan Markle, the Duchess of "Sussex“ because binary keyword blocklists contained the word “sex”.



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Classification is much more complex in today's digital landscape
Home
TV Shows
Movies
Sports
Live TV
My Stuff
Ford
BUILT FOR WHAT'S NEXT
LEARN MORE
NETFLIX
hulu
Disney+
prime video
YouTube
max
TV STREAMING ADS
(Connected TV)
AUDIO STREAMING ADS
(e.g., Spotify, Pandora, Amazon Music)
amazon
Good Vibes Only
Podcast
Real conversations. A little humor.
A lot of perspective.
12:34
-24:16
Better skin starts here.
LEARN MORE
Sponsored
PODCASTS
(with audio ads)

Technology Innovations

To analyze open web, social platforms, CTV, Audio/Podcasts, Display, Online Video

AI/MACHINE LEARNING	AI/ML can continuously monitor vast amounts of online content in real time, enabling rapid detection of brand safety threats
NATURAL LANGUAGE PROCESSING	NLP improves understanding between humans and computers. Semantic and sentiment analysis provide contextual and emotional brand safety.
LARGE LANGUAGE MODELS	LLMs analyze text for sentiment and themes, analyze images and videos for harmful content using multimodal processing, automate policy checks with dynamic adaptation, and provide real-time monitoring to proactively detect brand safety threats.
HUMAN REVIEW	Human judgment is essential for understanding language nuances, ethical implications, and adapting to industry shifts beyond AI's capabilities.

Brand ~~Safety~~ Suitability isn't about running from bad headlines—it's about finding where your brand authentically fits.

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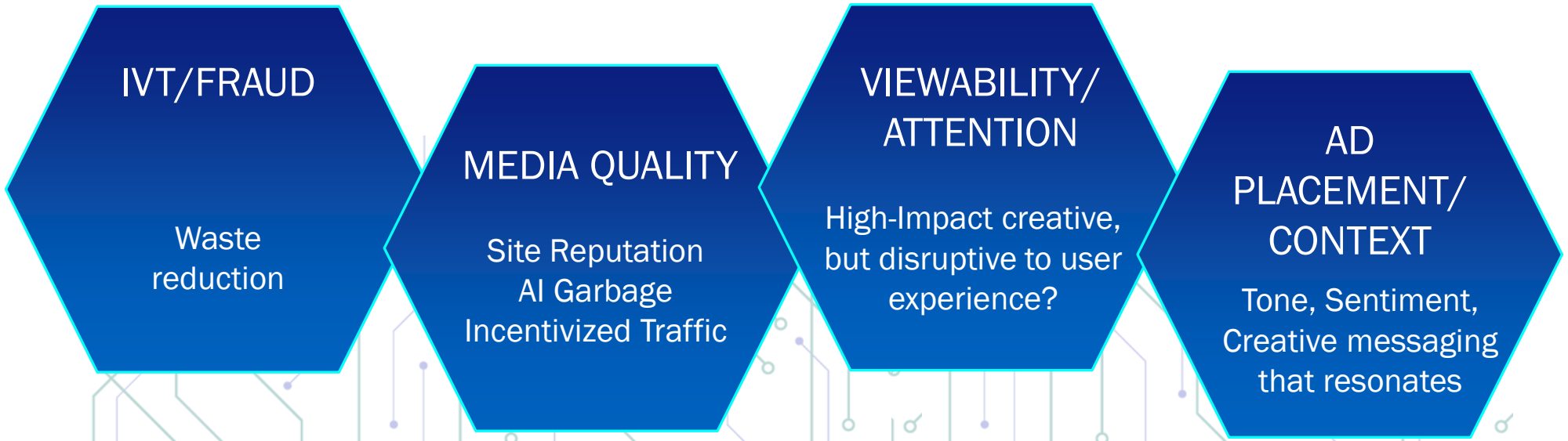
The Lean-In Strategy

P&G's Dawn turned what would traditionally be a high-risk news category into a hallmark brand-building narrative.

If Dawn relied on blanket blocklists for terms like 'oil spill' or 'environmental crisis,' they would have completely cut themselves off from telling their most powerful, trust-building brand narrative.

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The New Standard: Moving Away from Binary Brand Safety



Brand Suitability

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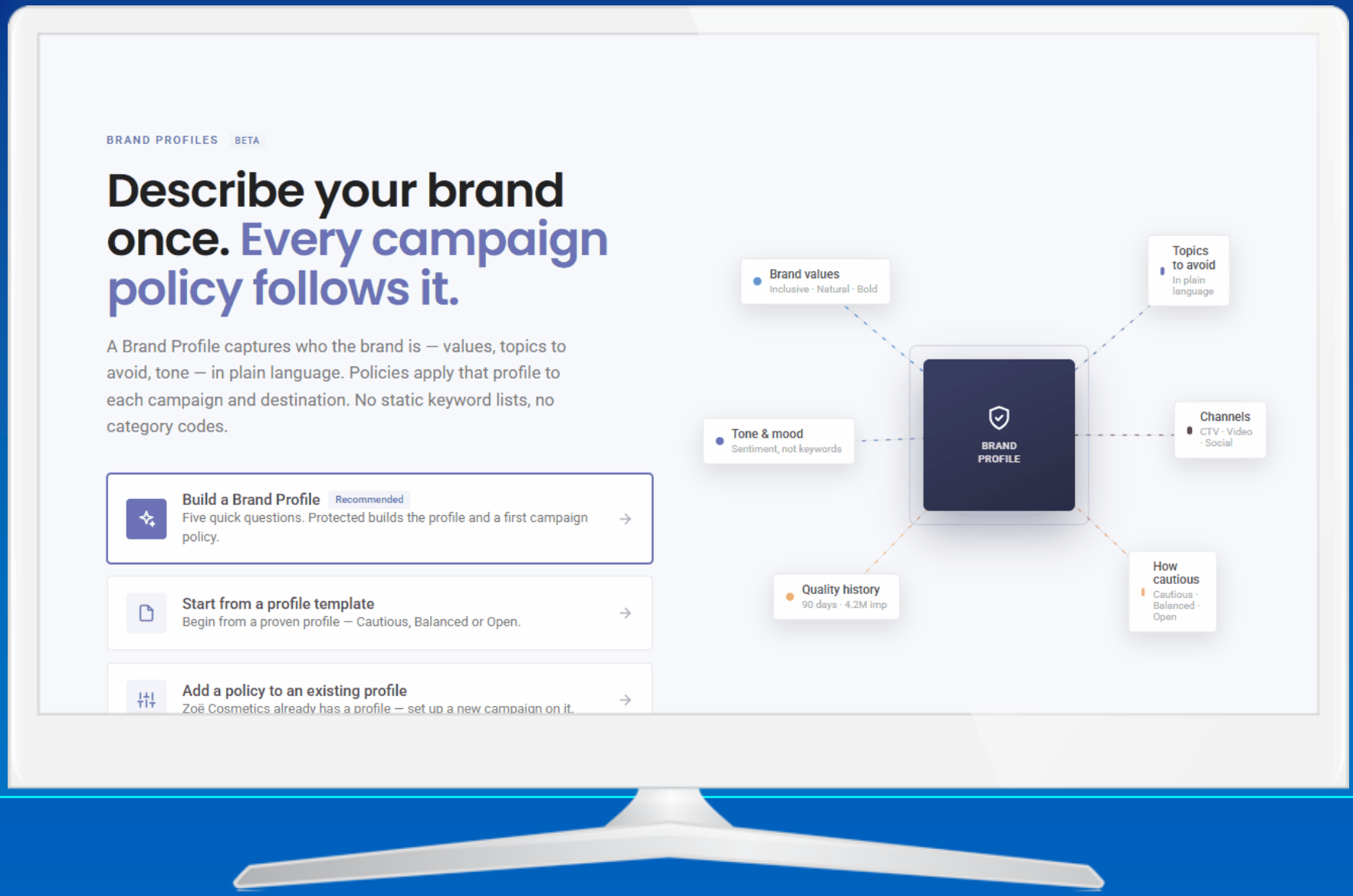
Enter the Brand Suitability Profile



1. What is your risk tolerance? (Risk vs Reach importance)
2. What are your non-negotiables?
3. What is your position on lower quality inventory for scale?
4. What is your brands appetite for appearing near non-regulated content?
5. What sentiment and tone match your brand values?

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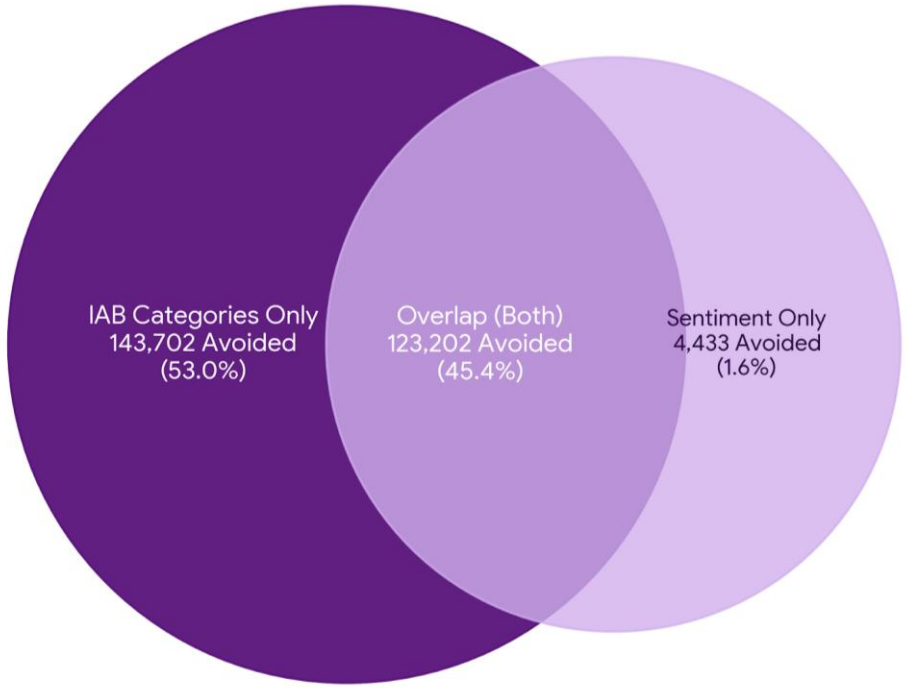
What this looks like in practice



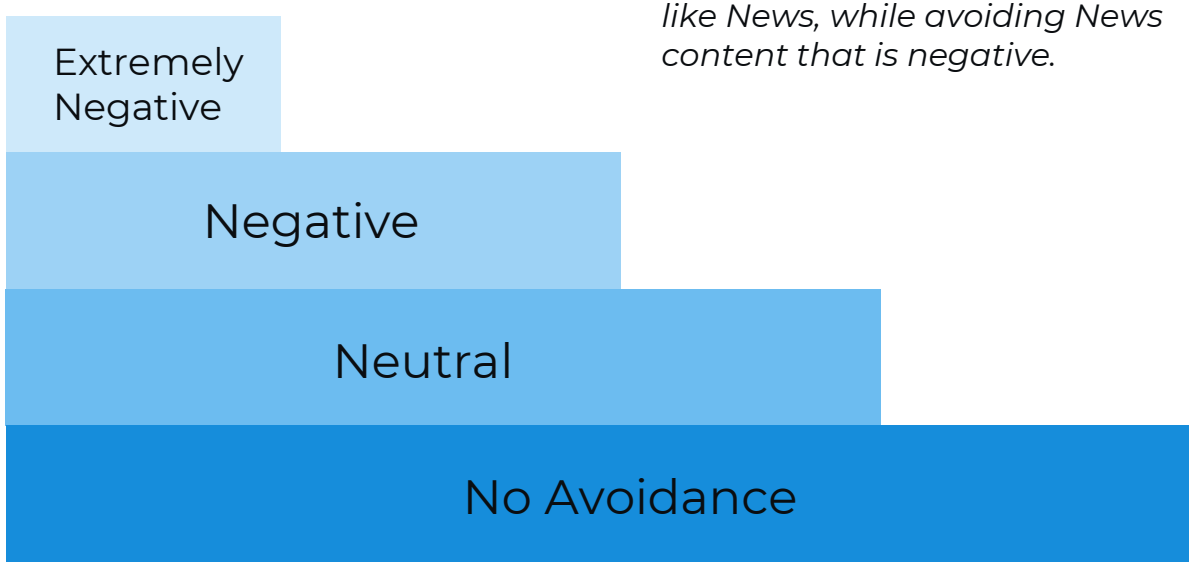
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Why is Sentiment Important?

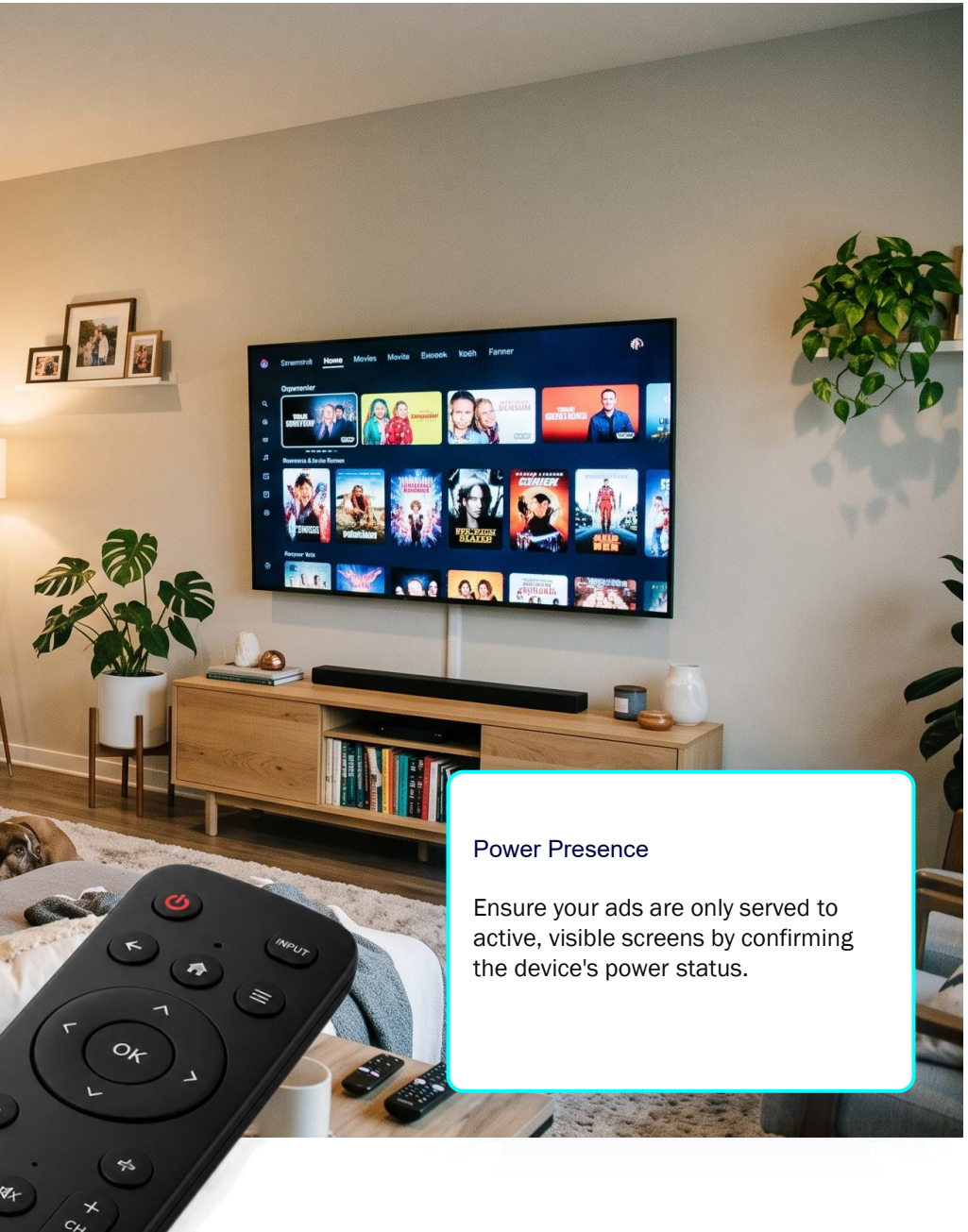
Closes Critical Brand-Safety Gaps Standard Category Filters Miss



Allows Brands to reach inventory like News, while avoiding News content that is negative.



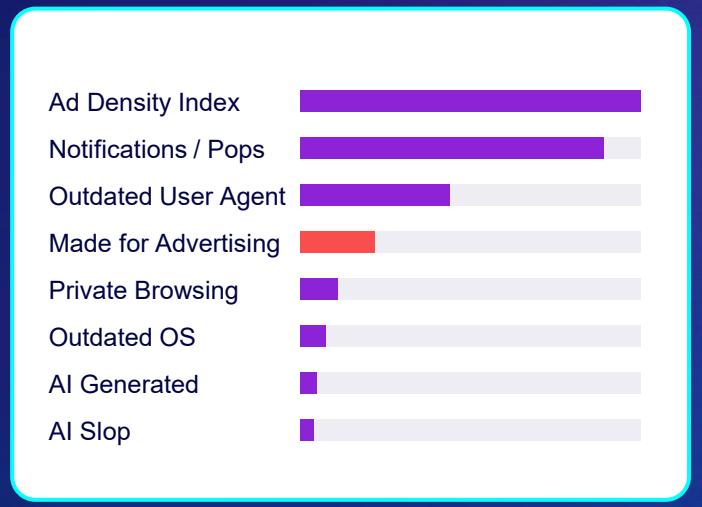
Sentiment Scale



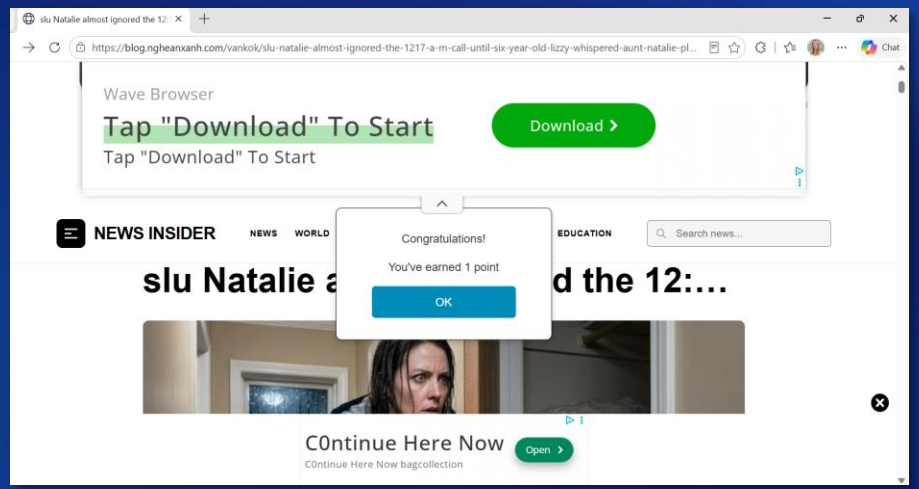
Power Presence

Ensure your ads are only served to active, visible screens by confirming the device's power status.

Safe, Premium ≠ Quality

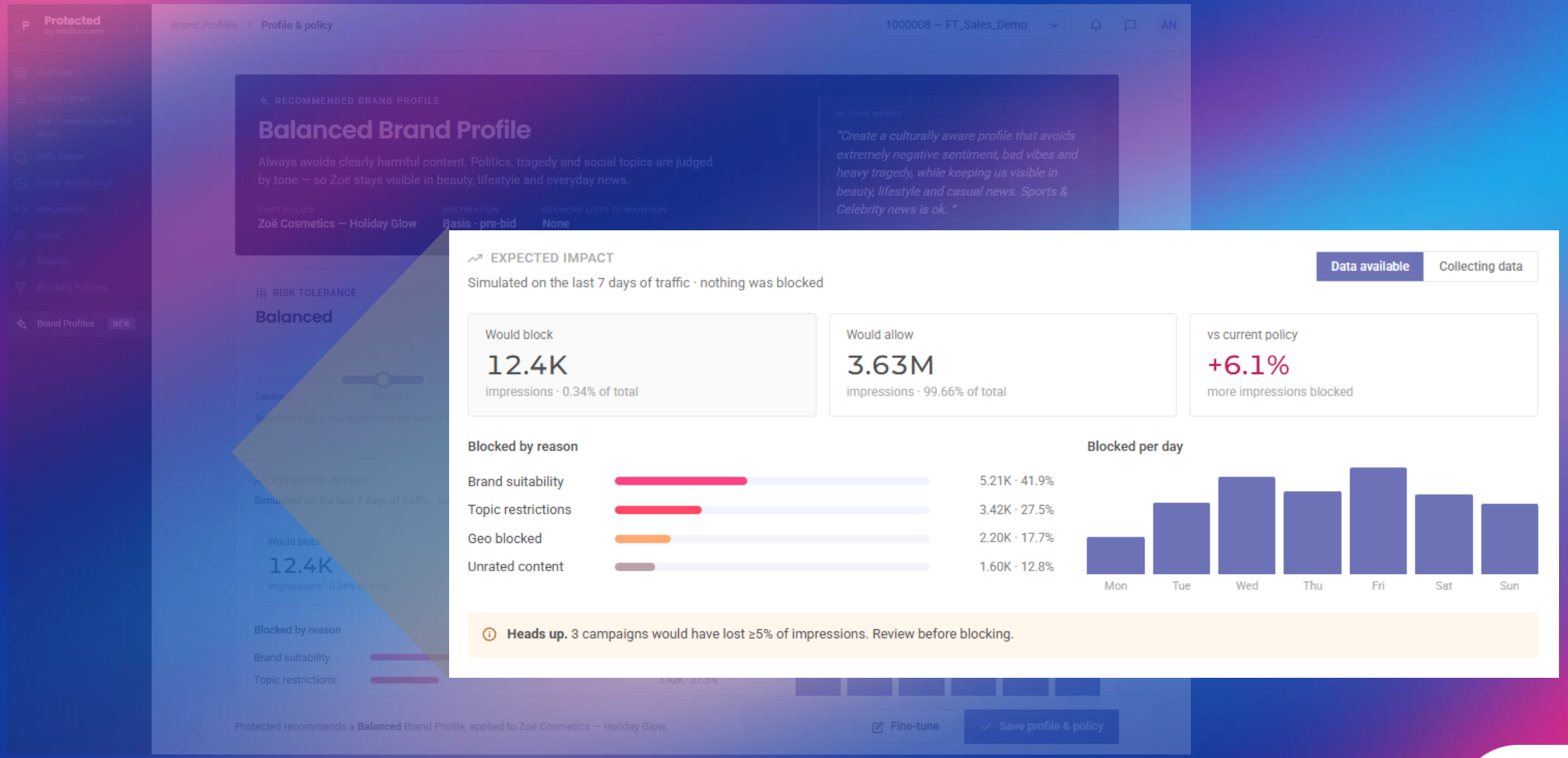


Quality Signals



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Tools like Pre-Blocking Insights can help you get started



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Q&A

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