

Eliminating Ad Fraud and Promoting Transparency in the Digital Supply Chain



A recent study by the IAB and Ernst & Young estimated that \$8.2 billion can be saved each year if the digital advertising industry works together to eradicate corruption across the supply chain. In partnership with Trustworthy Accountability Group (TAG), we at Dun & Bradstreet are helping tackle this problem by verifying the legitimacy of businesses in the ad tech ecosystem.

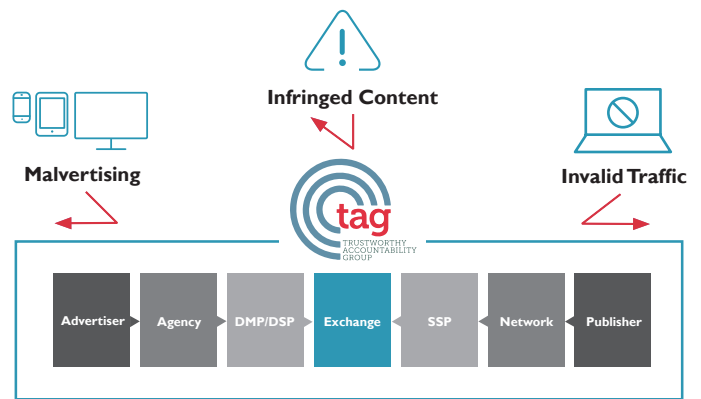


WHO IS THE TRUSTWORTHY ACCOUNTABILITY GROUP?

The Trustworthy Accountability Group (TAG) is a cross-industry group created by the 4A's, ANA, and IAB to spur transformational improvement at scale across the digital advertising ecosystem. It focuses on four core areas: eliminating fraudulent traffic, combating malware, fighting ad-supported internet piracy to promote brand integrity, and promoting brand safety through greater transparency.

WHAT'S OUR APPROACH?

Dun & Bradstreet verifies the identities of digital advertising buyers, sellers, and intermediary companies applying to participate in the TAG Registry. Our proprietary business identifier known as the Dun & Bradstreet D-U-N-S® Number powers the "Verified by TAG" process, which serves as a background check for anyone looking to do business in the digital ecosystem. This is a critical step that ensures that every company approved as "TAG Registered" is a legitimate business as identified in Dun & Bradstreet's Data Cloud.



WHERE CAN I LEARN MORE?

You can visit the TAG website at tagtoday.net, or reach out to TAG with your questions at info@tagtoday.net to start the application process. [Hundreds of companies](#) have already joined the movement with TAG and Dun & Bradstreet.

SOURCES: WHAT IS AN UNTRUSTWORTHY SUPPLY CHAIN COSTING THE US DIGITAL ADVERTISING INDUSTRY? IAB AND ERNST & YOUNG, NOVEMBER 2015.

ABOUT DUN & BRADSTREET

Dun & Bradstreet helps companies around the world improve their business performance. The global leader in commercial data and analytics, we glean insight from data to enable our customers to connect with the prospects, suppliers, clients and partners that matter most. Since 1841, companies of every size rely on Dun & Bradstreet to help them manage risk and reveal opportunity.