IPONWEB

Automating Content Evaluation to Ensure Brand Safety & Increase Advertiser Demand

WordPress.com is the world's largest self-publishing platform, powering more than 76 million blogs and reaching over 400 million users monthly. WordPress.com powers WordAds, a first-party programmatic monetization channel that provides advertisers with access to huge amounts of inventory on participatingWordPress.com blogs and website — inventory that could be positioned next to unsafe content. To secure brand advertising dollars, WordPress.com needed to create confidence with advertisers that their ads would appear only next to brand-safe content.

CHALLENGE

Before ads would appear on any site included in the WordAds platform, a team of 6 specialists would manually vet all domains and content for brand safety, drastically limiting the amount of inventory available to advertisers. With more than 70 million blogs to review, and so many new sites created daily, WordPress.com needed a long-term solution that automated as much of the content vetting and approval process as possible.
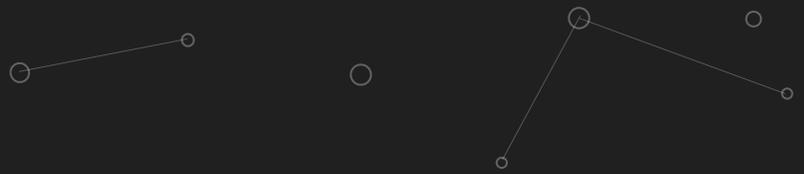
GOALS

Streamline and automate the content vetting process
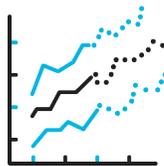
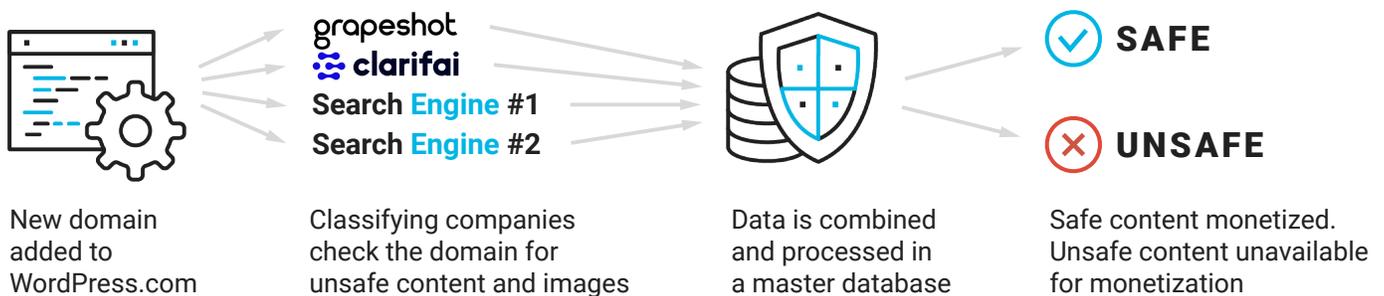Increase the amount of brand safe inventory available to advertisers

Drive greater revenue through WordAds monetization channel

SOLUTION

IPONWEB partnered with WordPress.com to create a fully automated brand safety solution that leverages existing 3rd-party content and image classification tools and has the ability to scale to massive content volume requirements. The system ingests new domains from all participating WordAds publishers and submits them simultaneously via API to:

- Grapeshot, for analyzing text on page to understand and assign contextual classification.
- Two major search engines, for running domains through their proprietary Safe Search algorithm to flag content deemed unsafe.
- Safe Search algorithm to flag content deemed unsafe.

grapeshot
clarifai
Search **Engine** #1
Search **Engine** #2

SAFE

UNSAFE

New domain added to WordPress.com

Classifying companies check the domain for unsafe content and images

Data is combined and processed in a master database

Safe content monetized. Unsafe content unavailable for monetization

These data points are brought together in real-time and stored in a master database. By combining evaluative data from multiple 3rd-party vendors, each domain is assessed holistically for unsafe content and images in the context of the rest of the page and site and assigned a brand safety ranking. If a domain is deemed unsafe, inventory on that page is automatically ineligible for monetization through the WordAds program.

RESULTS

35 x Increase in domains available to advertisers

6 x Decrease in number of man hours needed to vet content

63% Increase in number of buyers

110% Growth in ad revenue