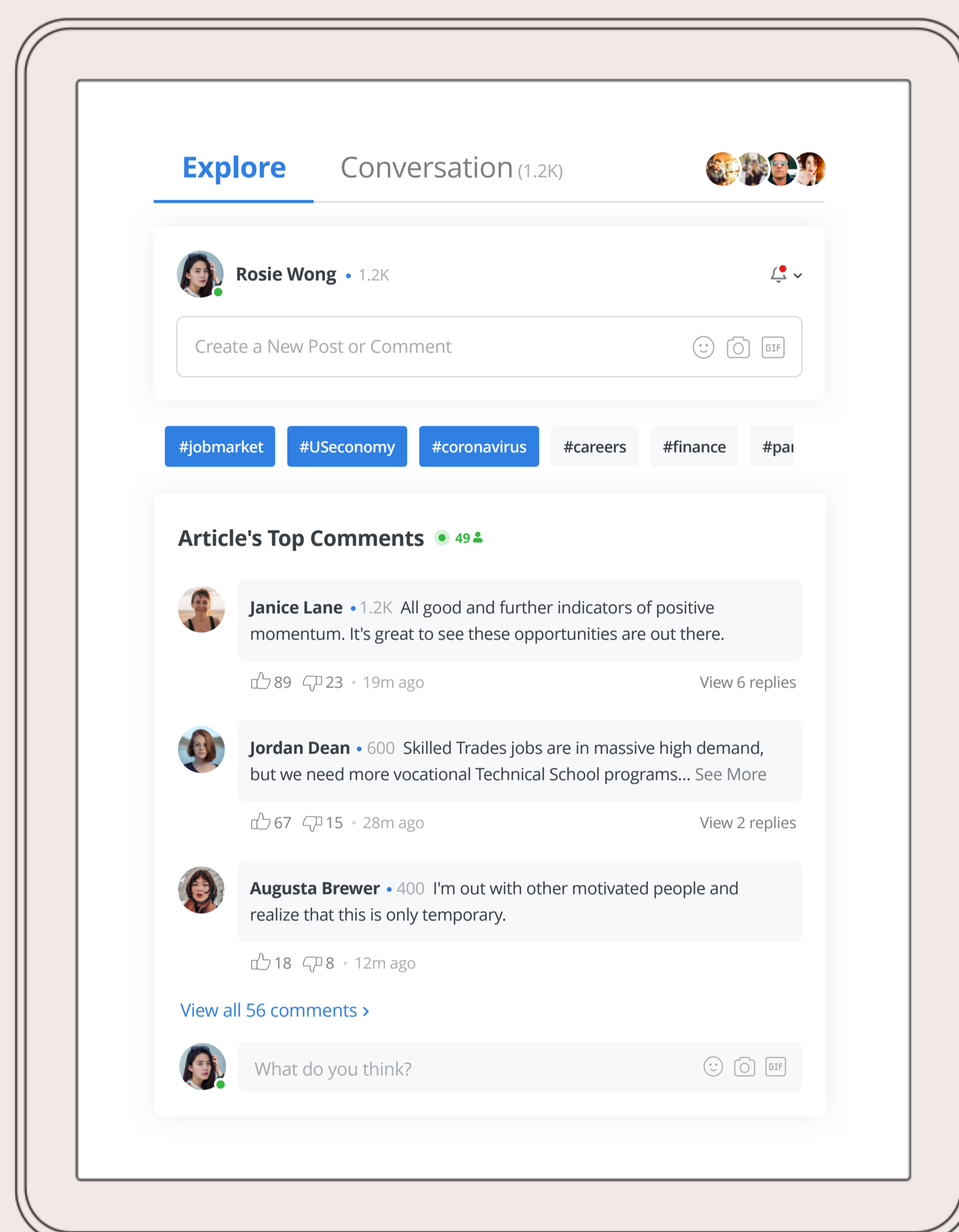


Protect and grow your brand.

Leverage the power of high quality, real-time conversations to deliver high impact advertising in brand-safe environments at scale.

Whatever your quality and safety needs are, we've got you covered.

Multi-layered,
proactive global
protection



Ensure a **safe environment** with best-in-class moderation tools powered by machine-learning, artificial intelligence, trusted API integrations, and human review.

Serve advertising around high quality user-generated content through exclusive placements and aligned with publisher's **custom brand safety guidelines**.

Block in real-time for malicious and non-brand safe ads, fraudulent redirects and custom content categories and domains.

A quality environment
to drive **exponential growth**

>2B

Monthly impressions
served by OpenWeb

100%

Impressions scanned by
OpenWeb for brand safety

>25M

Impressions blocked by
OpenWeb for risky ads

Bringing **quality and safety** to the forefront

End-to-end moderation

When users are exposed to quality content, they are much more likely to create quality content themselves. We achieve this by:

Reducing toxicity

- AI/ML Algorithms
- Human Review
- Crowd-Sourced Moderation
- Blacklists / Restricted Lists

Increasing quality

- User Recognition
- Real-time Feedback
- Featured Posts
- Community Guidelines

Brand-safe advertising

Customize your brand safety needs by content categories, brand verticals, ad formats and programmatic partners.

Avoidance categories

- Gambling
- Offensive Language
- Explicit or Adult
- Illegal Drugs
- Religion
- Politics and more

Trusted partners

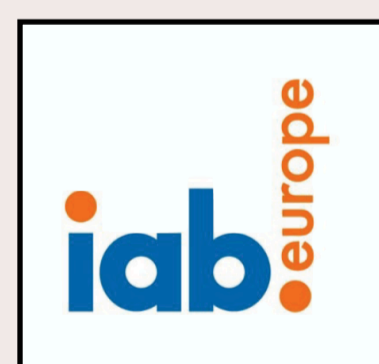
- Google
- Xandr
- SpotXchange
- Index Exchange
- Rubicon Project
- Pubmatic and more

Real-time blocking

Trusted third-party coverage to ensure 100% of OpenWeb ad inventory is scanned prior to serving.

We provide pro-active and transparent service to shield your brand 24/7.

Certified by



Block the trolls, bots, and bullies.

Contact us: hello@openweb.com