



news release

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FOR IMMEDIATE RELEASE

Exponential earns re-certification to TAG's Anti-Fraud guidelines from BPA Worldwide

Shelton, CT March 13, 2019 – [Exponential](#), a technology-driven advertising company reaching more than 700 million users monthly, announced the organization has received independent, third-party re-certification to TAG's ([The Trustworthy Accountability Group](#)) "Certified Against Fraud" program from [BPA Worldwide](#).

"BPA has played an important role in providing Independent Verification of Exponential's compliance with TAG's Certified Against Fraud program and we are proud to partner with them again through the 2019 TAG recertification process," said Tim Sleath, VP of Product Management, Exponential. "BPA's assistance in navigating TAG compliance has enabled us to advance our goal of building a more transparent digital advertising ecosystem and creating a brand-safe, trustworthy environment for advertisers."

TAG's Certified Against Fraud program helps combat the negative impact of fraudulent online traffic. The program provides companies with Anti-Fraud Guidelines, as well as a suite of anti-fraud tools to aid in compliance. Some of these tools include the Payment ID Protocol, Data Center IP List, and the Domain Fraud Threat List.

"Congratulations to Exponential for going the extra distance and achieving third-party assurance to TAG's standards," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "Independent third-party validation will provide their organization with a significant competitive advantage in the digital marketplace by providing an extra level of assurance for buyers that their business partners fully comply with these important standards."

For the re-certification to the Anti-Fraud program, BPA verified that Exponential is in compliance with the Media Rating Council (MRC) Invalid Traffic Guidelines, as well as adoption of the TAG Payment ID Protocol which ensures that payments made in the digital advertising ecosystem are going to legitimate companies.

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 20 countries, BPA is a trusted resource for compliance and assurance services.

About Exponential. Exponential is a technology-driven advertising company that enables brands to drive consumer engagement and performance across display, video and mobile.

When you have the right balance of people and technology, amazing things can happen. Exponential uses big data and machine learning to understand consumer interests in real-time, and delivers innovative creative experiences designed to trigger emotions that drive affinity and spend.

For more than 15 years, we have delivered superior advertising products and services that consumers embrace, agencies recommend, brands select, media providers prefer, and our employees are proud of. For more information, please visit www.exponential.com.