

Brand Safety Filters

Always exclude the below categories when activating digital media

Adult: adults or pornographic text, image or video content

Derogatory: content that may be construed as biased against individual, groups, or organization based on criteria such as race, religions, disability, sex, age, veteran status, sexual orientation, gender identity, or political affiliation. May also individual discussion of such content, for instance, in an academic or journalistic context.

Downloads & File Sharing: content related to audio, video, or software downloads

Weapons: contain content related to weapons, including knives, guns, small firearms and ammunition

Gambling: contain content related to betting or wagering in a real-world or online setting

Suggestive: Adult content, as well as suggestive content that's not explicitly pornographic. This category includes all pages categorized as adult.

Violence: Content which may be considered graphically violent, gory, gruesome, or shocking, such as street fighting videos, accident photos, descriptions of torture, etc.

Profanity: Prominent use of words considered indecent, such as curse words and sexual slang. Pages with only very occasional usage, such as news sites that may include such words in a quotation are not included.

Drugs: Contains content related to the recreational use of legal or illegal drugs, as well as drug paraphernalia or cultivation

Alcohol: Contains content related to alcoholic beverages, alcohol brands, recipes, etc.

Tobacco: Contains content related to tobacco and tobacco accessories, including lighters humidors, ashtrays, etc.

Politics: Political news and media, including discussion of social, governmental, and public policy

Religion: content related to religious thoughts or beliefs

Tragedy: Content related to death, disasters, accidents, war, etc.

Transportation Accidents: content related to motor vehicle, aviation or other transportation accidents

Sensitive Social Issues: issues that evoke strong, opposing views and spark debate. These include issues that are controversial in most countries and markets, as well as those that are controversial in specific countries and markets

DL-MA: Content suitable only for mature audiences

Not Yet Labeled: content that has not been labeled

Brand Safety

When executing campaigns within Google's DBM, the following tools are available for additional brand safety beyond IAS/MOAT. The tools below do not carry extra cost:

Digital Content Labels: content is analyzed by Google classification technology and placed in one of four brand safety levels. This classification process looks at hundreds of aspects of a site in its construction, content, quality, and user experiences. The brand safety classification is updated monthly to reflect any changes and updates to a site

Digital Content Label Options:

DL-G: Content suitable for general audiences

DL-PG: Content suitable for most audiences with parental guidance

DL-T: Content suitable for teen and older audiences

DL-MA: Content suitable only for mature audiences

Not Yet Labeled: Content that has not been labeled

Sensitive Categories: In addition to filtering inventory using brand safety levels, you can block inventory based on the subject matter of its surrounding content. Sensitive category blocking in Bid Manager uses proprietary Google technology to classify content and block based on a variety of signals

Negative KCT Targeting: Bid Manager uses Google search technology to determine if the keyword appears on a specific page. Exclude keywords that are sensitive to the brand.