

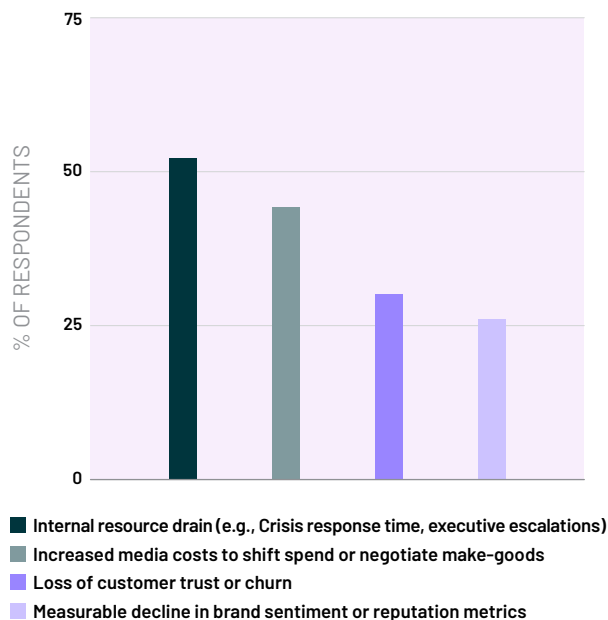
# HUMAN Research Bulletin: Concerns About Brand Safety and Viewability

Marketers call for reinvention of key performance measurement tools.

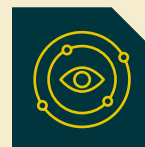
## The Cost of Failure:

Failures of brand safety or viewability can have significant impacts on business performance, including increased costs, brand sentiment declining, or even customer churn.

### Business Impacts Following Brand Safety or Viewability Failures



## Key Findings:



82% of marketers said their viewability partner was **average or worse** at meeting their definition of success on emerging channels



30% of marketers said they experienced **customer churn** as a result of a brand safety or viewability failure



78% of marketers said they are open to or **actively exploring changing** brand safety or viewability partner

# What Marketers Want from Brand Safety and Viewability

Marketers identified three key places where they want to see improvement in brand safety and viewability tools:



## Contextual Awareness

Blocking based on URL, keywords, and title tags isn't intelligent enough. Marketers want smart, content- and context-aware filtering.



## Transparency

Marketers struggle to connect metrics, especially from viewability tools, with business outcomes. Enhanced metric development is critical.



## Speed and Reporting

The feedback cycle is too slow. Marketers want faster and more comprehensive feedback to decisions made by the platform.

Read HUMAN's Iris Report: Marketers' Perceptions of Brand Safety and Viewability Tools for the full insights.

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### About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We enable trusted interactions and transactions across the full spectrum of online actors: humans, bots and AI agents. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information please visit [www.humansecurity.com](https://www.humansecurity.com).