Integral Ad Science

StackAdapt User Guide

October 2, 2025



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IAS strives to streamline workflow and improve performance by increasing the ease-of-use of our segments within partners UI.

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- Quality Sync Prebid
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- IAS Context Control: Targeting Segments
- Brand Safety, Ad Fraud, Viewability Segments
- Best Practices

Overview and Capabilities

IAS

Available pre-bid segments within StackAdapt

Available IAS Pre-bid Segments	Desktop/Mobile Web		Mobile In-App		CTV
	Display	Video	Display	Video	Video
Brand Safety Prevention	✓	✓	✓	✓	Not available
Ad Fraud Prevention	✓	✓	✓	✓	Not available
Viewability Targeting	✓	✓	✓	Not available	Not available
Context Control Targeting	✓	✓	✓	✓	Not available
Context Control Avoidance	✓	✓	✓	✓	Not available
Quality Sync	✓	✓	✓	✓	Not available

IAS

Quality Sync Prebid

IAS

QUALITY SYNC

Automatically match your pre- and post-bid settings across DSPs

Your avoidance settings, now all in one unified segment

- Brand Safety
- Ad Fraud (IVT)
- URL and App BundleID Trusted & Exclusion Lists
- Keyword Blocklists
- Context Control Avoidance (Brand Suitability)
- MFA & Ad Clutter
- Required Lists



Streamline Activation through one unified pre-bid segment capturing all of your blocking settings

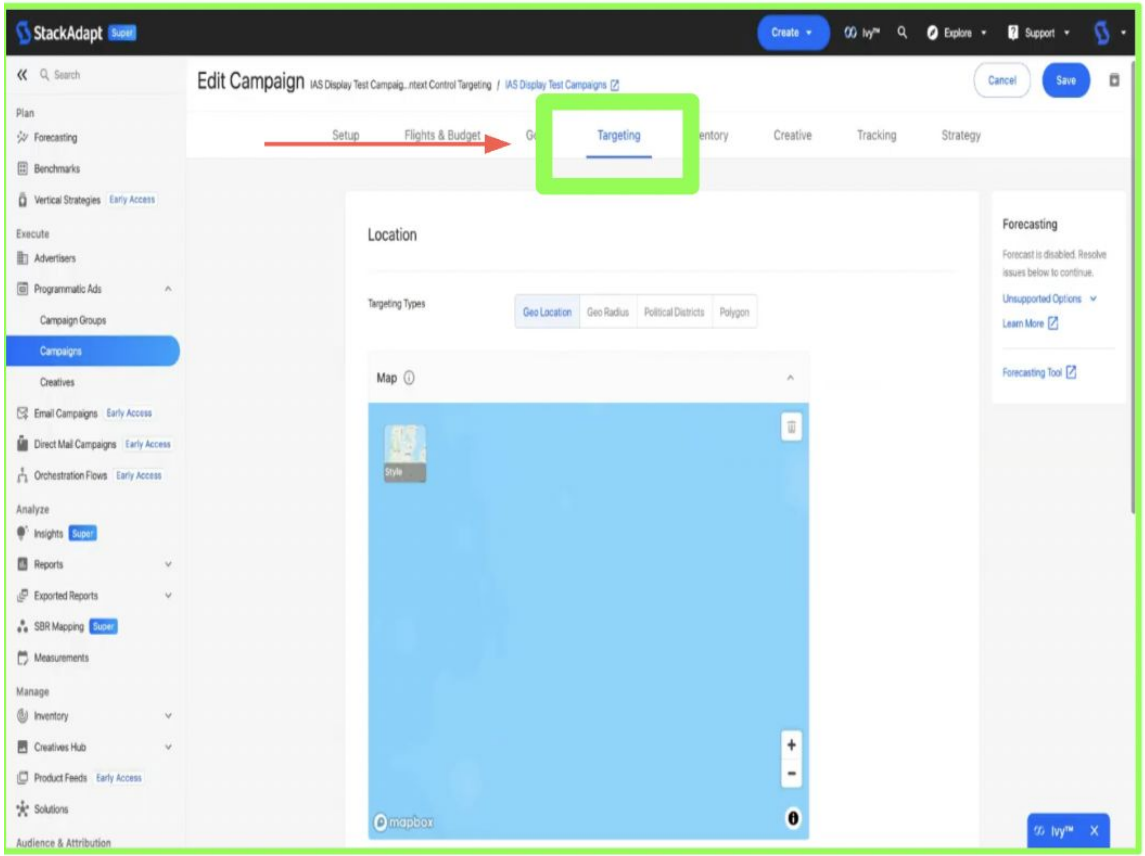
Improve Operational Efficiency and reinvest your savings back into your brand

Set It & Forget It with the confidence that your pre-bid settings will automatically reflect whatever changes you make post-bid

Activation of Quality Sync Segments within StackAdapt

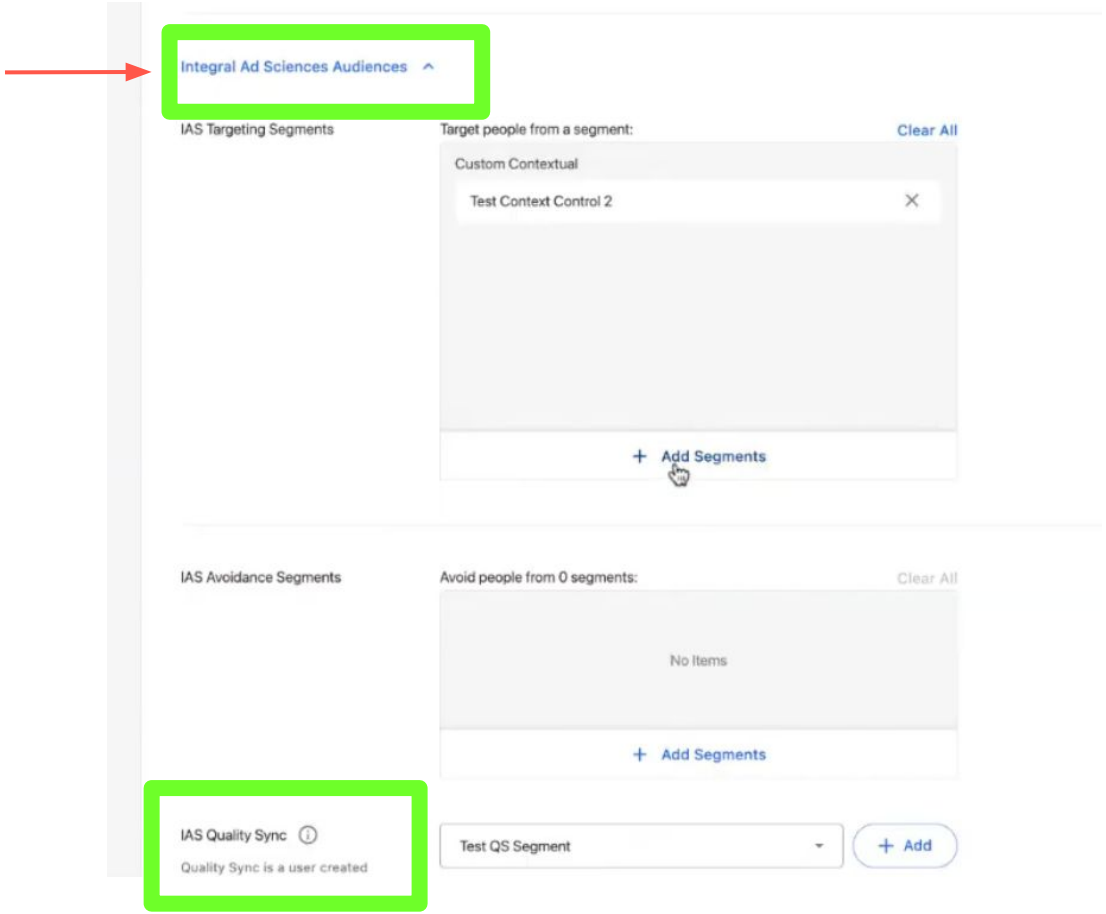
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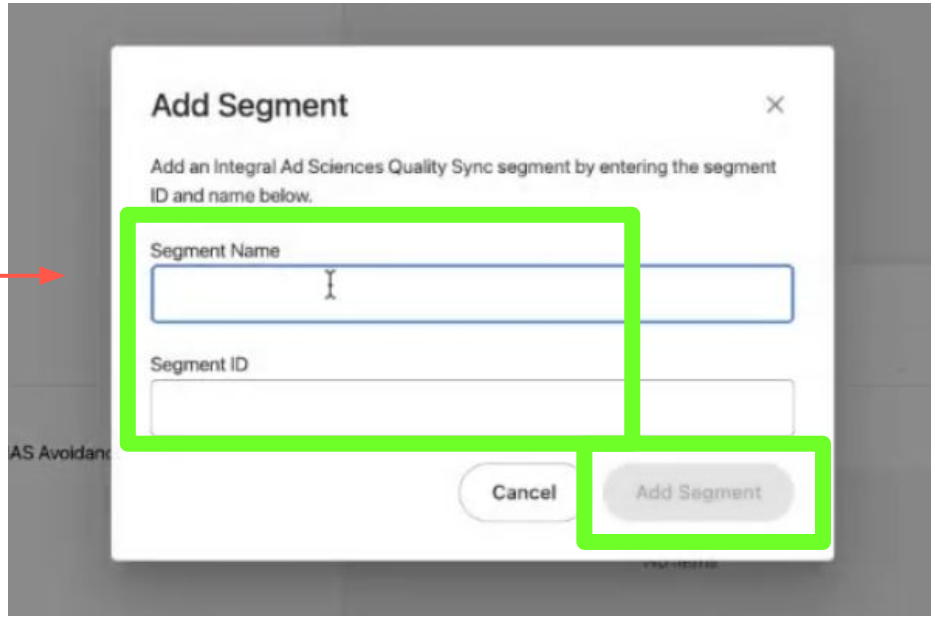
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5. **Once all of the segments you need are selected and you are ready to apply them, click the “Select” button to apply them to the campaign.**



Context Control: Avoidance

IAS

Context Control Avoidance

Desktop | Mobile Browser | Mobile App | Video | Display

CONTEXT CONTROL AVOIDANCE

250+ vertical & topical segments for content avoidance

For a list of all available segments, click here

EXAMPLE SEGMENTS

Vertical:
- Food & Beverage
- Entertainment
- Finance
- Automotive
- Pharma

Topical:
- Infectious Diseases & Outbreaks
- Sensitive Social Issues
- Natural Disasters

Topical - GARM
- Arms & Ammunition - High or Moderate Risk
- Sexual Content - High or Moderate Risk

IAS

Custom Contextual for avoidance available in StackAdapt

Custom protection segments will go beyond the limits of keywords today and provide human-like machine comprehension of content, but the unique combination of entities, categories, feelings, and unambiguous keywords will set IAS apart from our competitors.

Brand-defined guidelines for content avoidance, so a brand only appears adjacent to the content that truly aligns with their mission

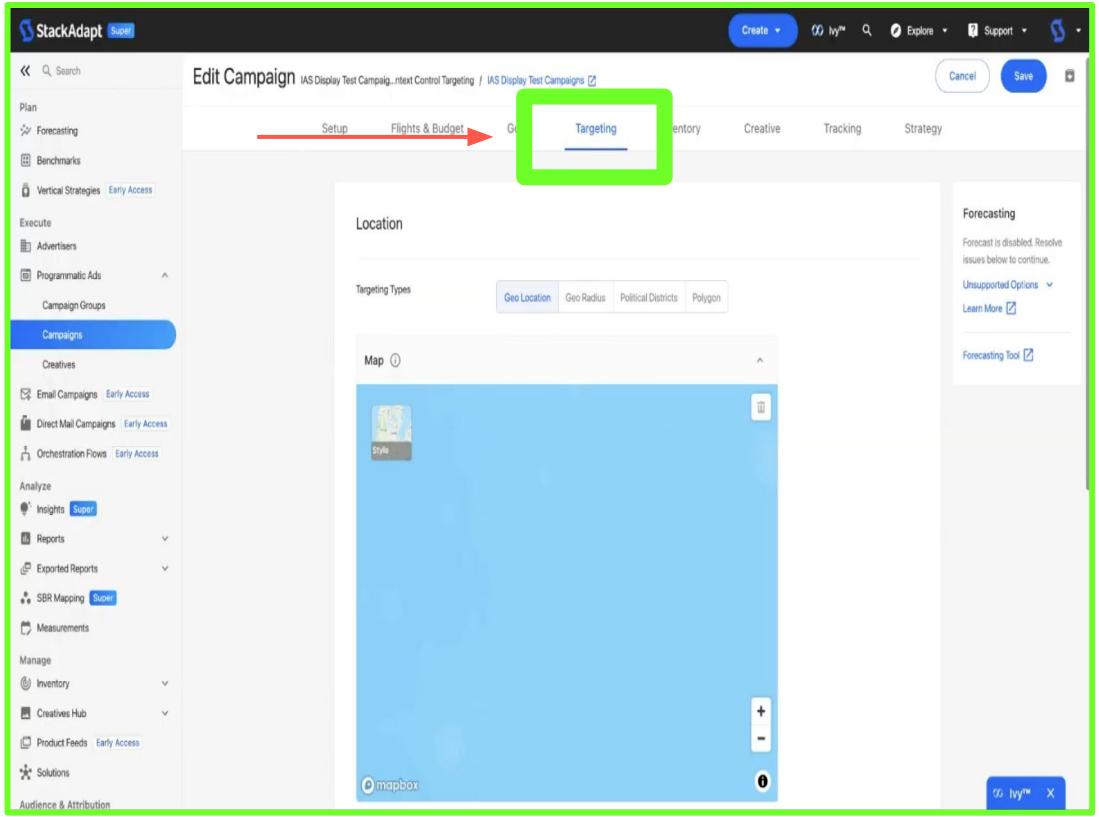
Real-time page intelligence for dynamic brand protection

Proactive protection without the overhead of keyword lists, across native languages: English, Spanish, German, Italian, and French

Activation within StackAdapt

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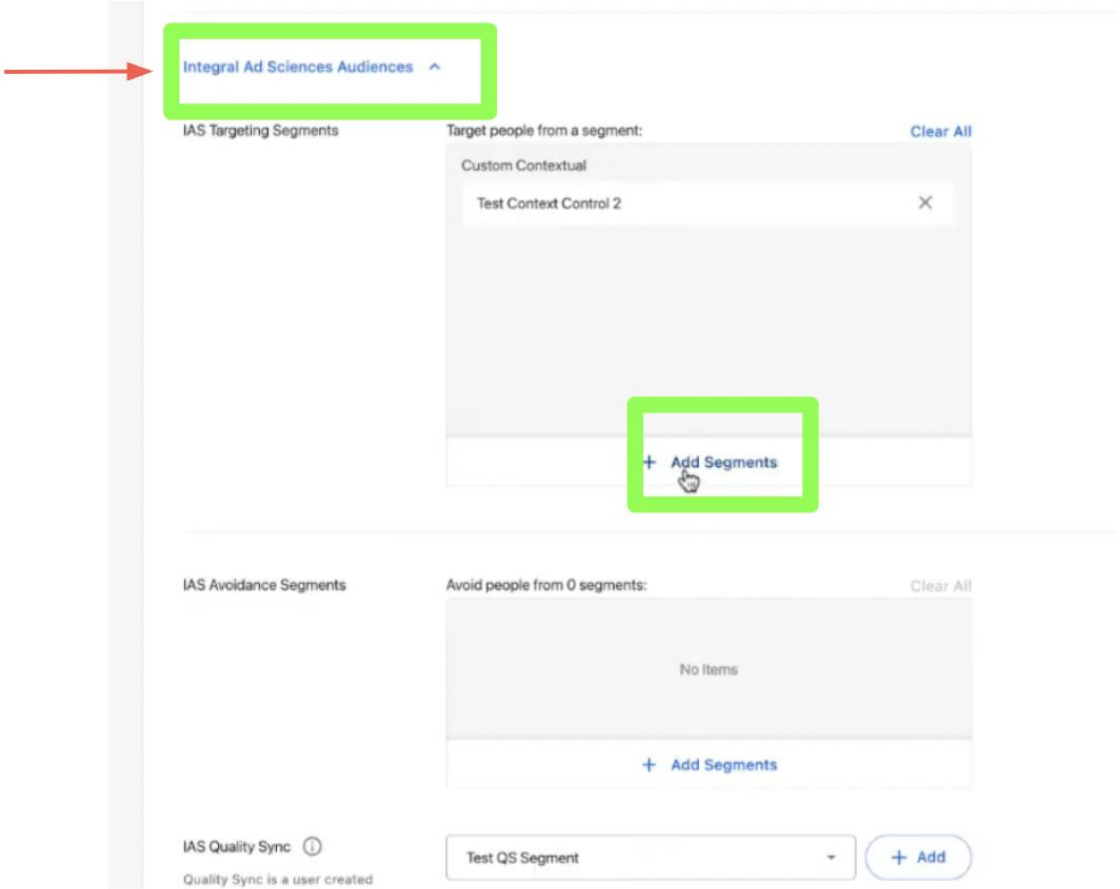
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‘Block Unrated URLs’ (1000001)

IAS recommends to optimize away from pages not yet scored for Context Control when using the ‘Category (Integral/ IAS)’ pre-bid solutions

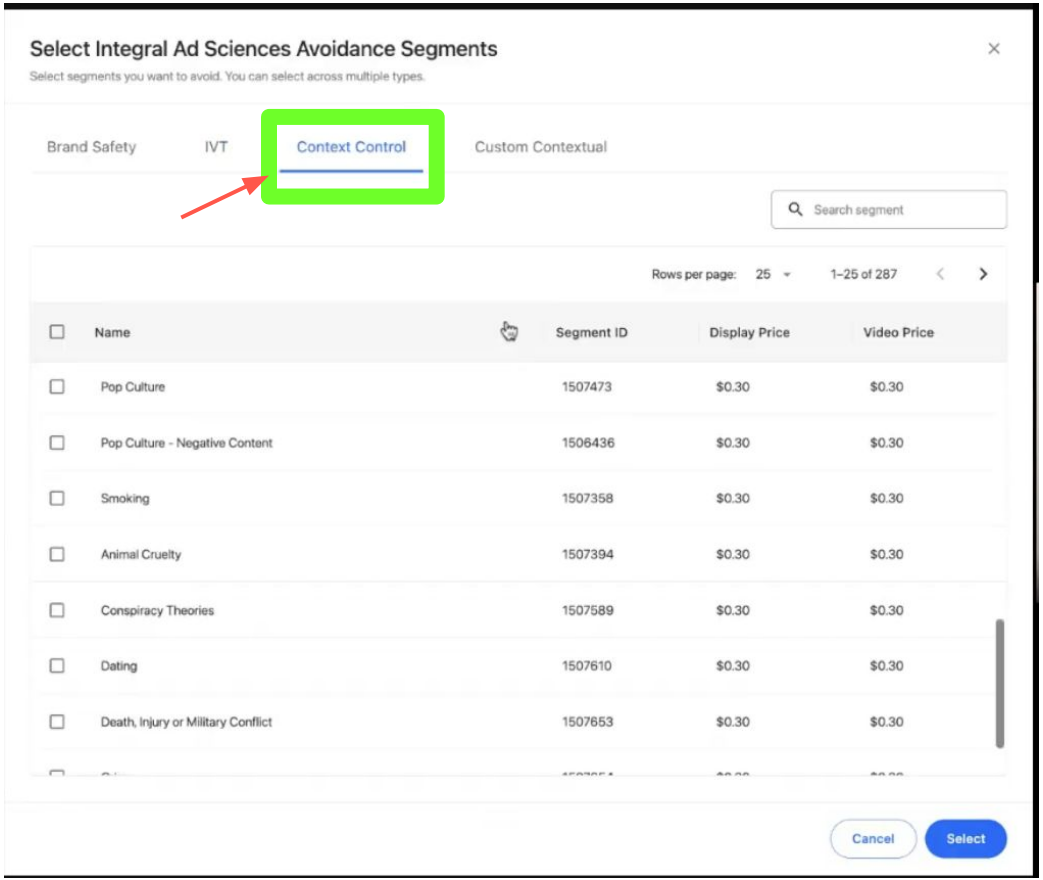
***** Please note that this is auto applied on the campaign when a user selects a context control avoidance segment in the StackAdapt UI *****



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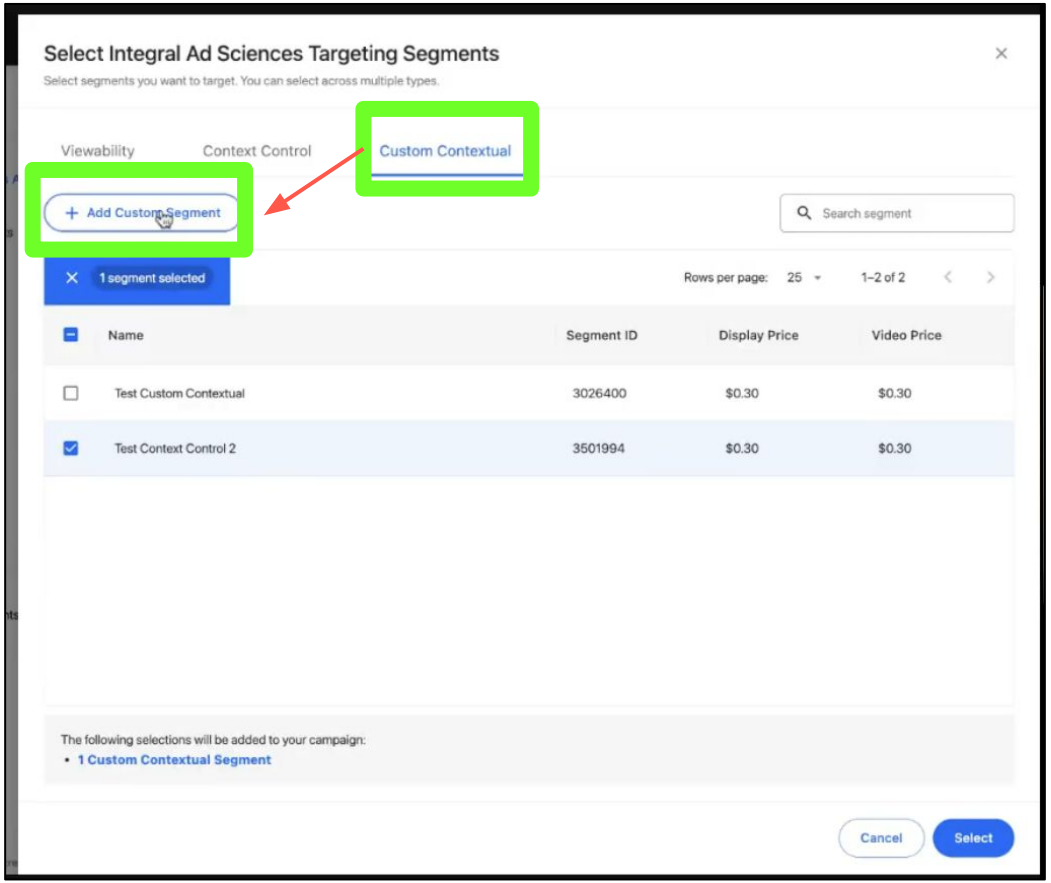


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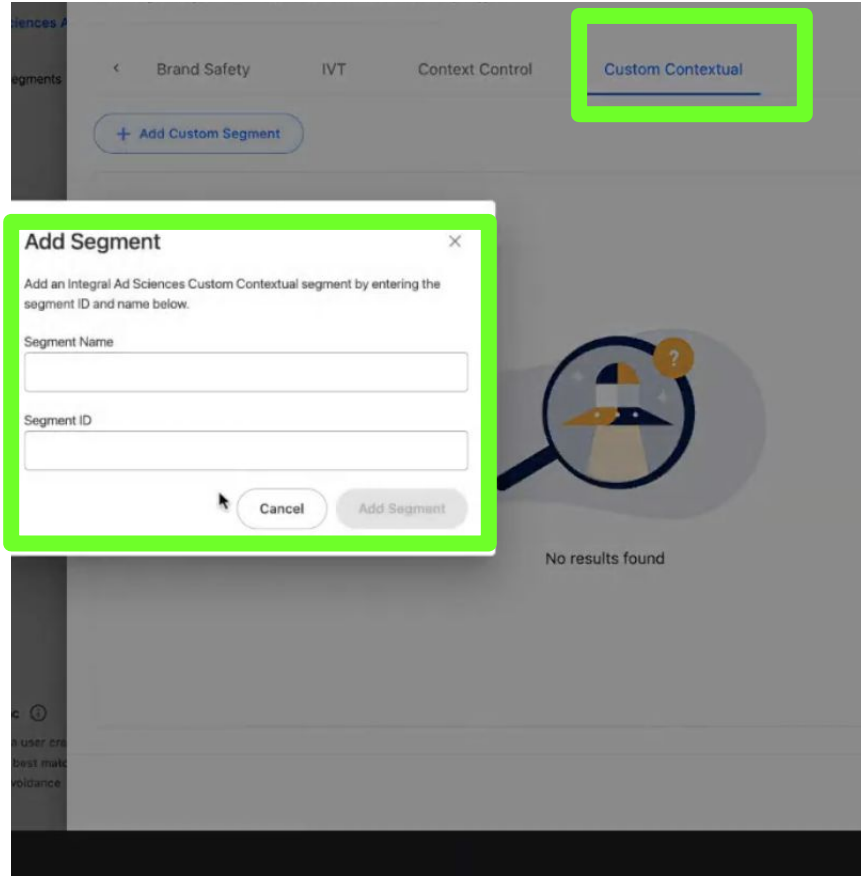


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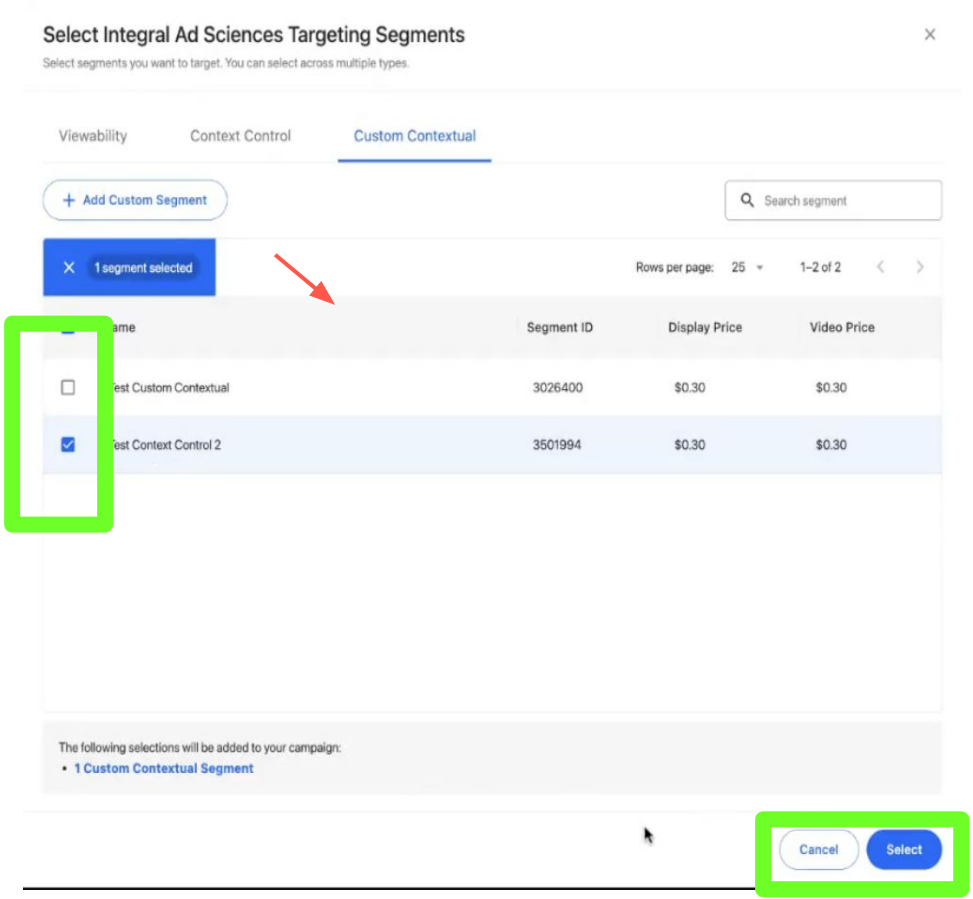


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Context Control: Targeting

IAS

Context Control Targeting

Desktop | Mobile Browser | Mobile App | Video | Display

CONTEXT CONTROL TARGETING

350+ vertical, topical, seasonal, & audience proxy segments for contextual targeting

For a list of all available segments, click here

EXAMPLE SEGMENTS

Vertical:
- Food & Beverage
- Entertainment
- Finance
- Language - English

Topical:
- Infectious Diseases (Positive or Negative)
- News Homepages
- Positive Content

Seasonal
- Cyber Monday
- Back to School
- Lunar New Year

Audience Proxy
- Starting a Family
- Travel Enthusiasts
- Car Ownership

IAS

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Custom targeting segments will allow advertisers to reach relevant audiences without the need for 3P cookies. IAS can provide human-like machine comprehension of content, but the unique combination of entities, categories, feelings, and unambiguous keywords will set IAS apart from our competitors.

Brand-defined guidelines for targeting, so a brand only appears adjacent to the content that truly aligns with their mission

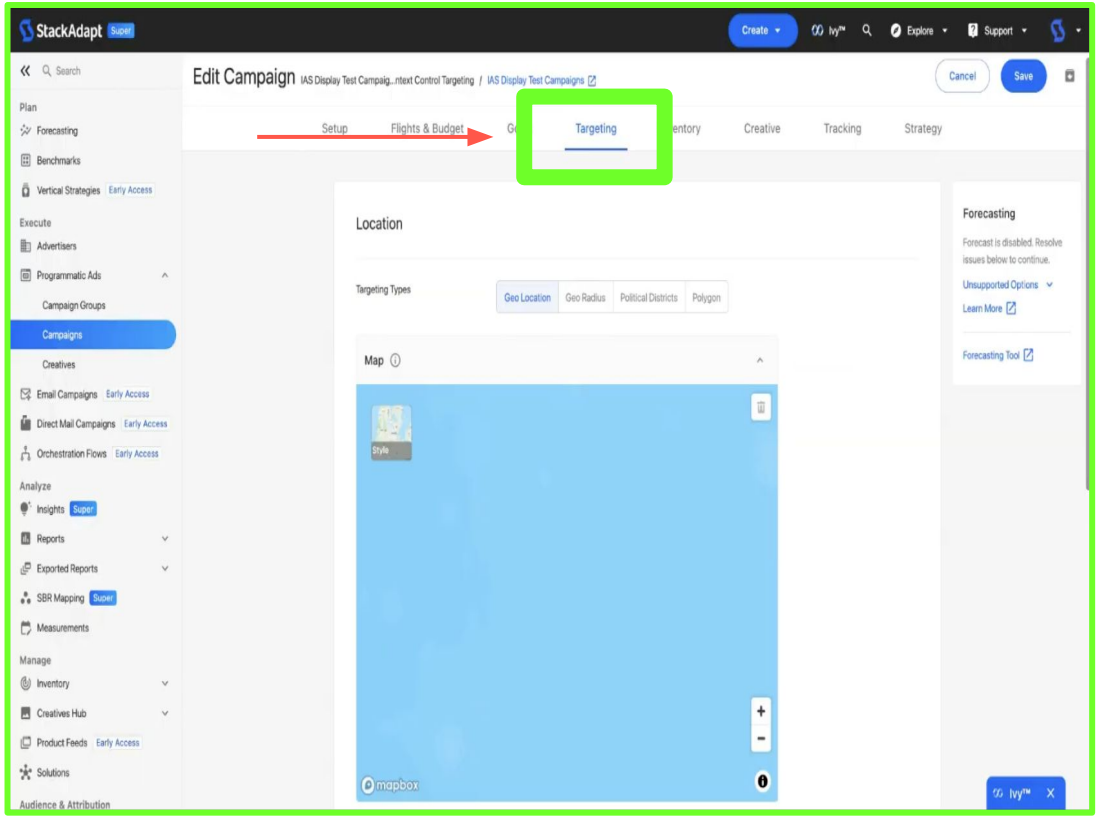
Real-time page intelligence for dynamic brand protection

Strategy to reach contextually relevant and right-minded consumers without 3P cookies

Activation for Context Control Targeting within StackAdapt

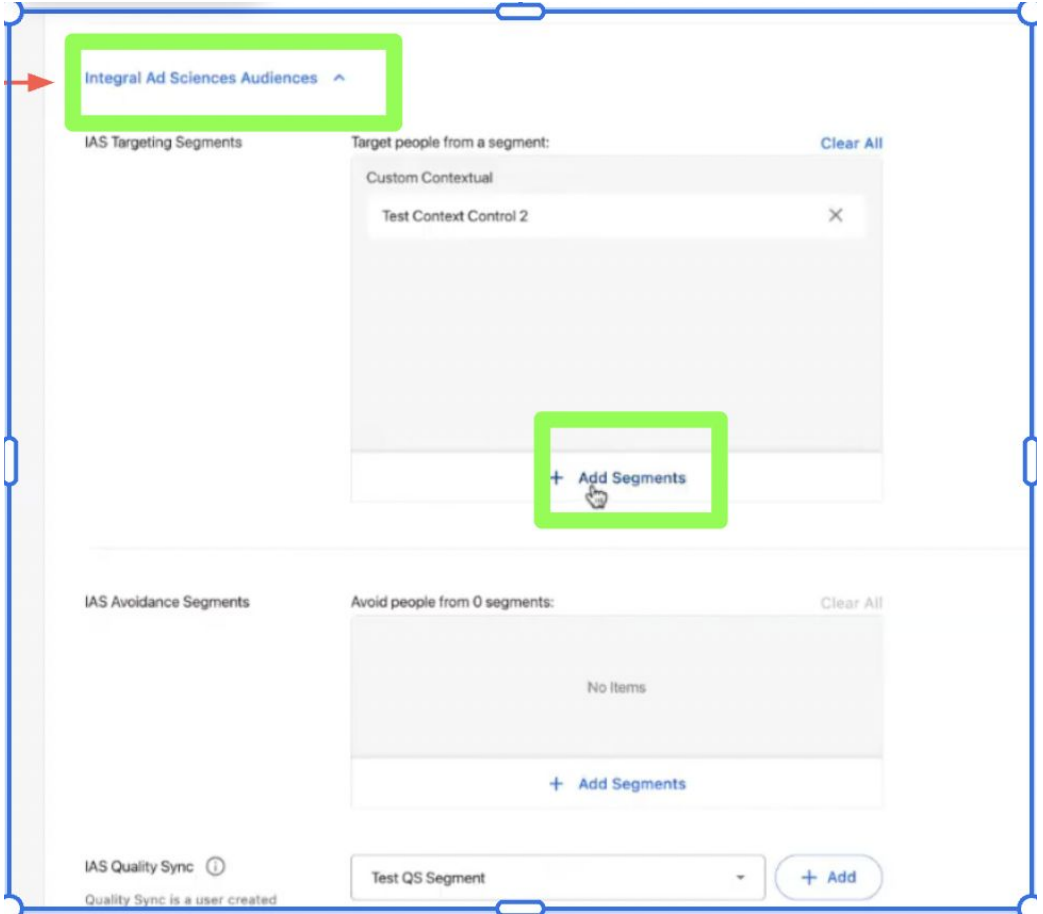
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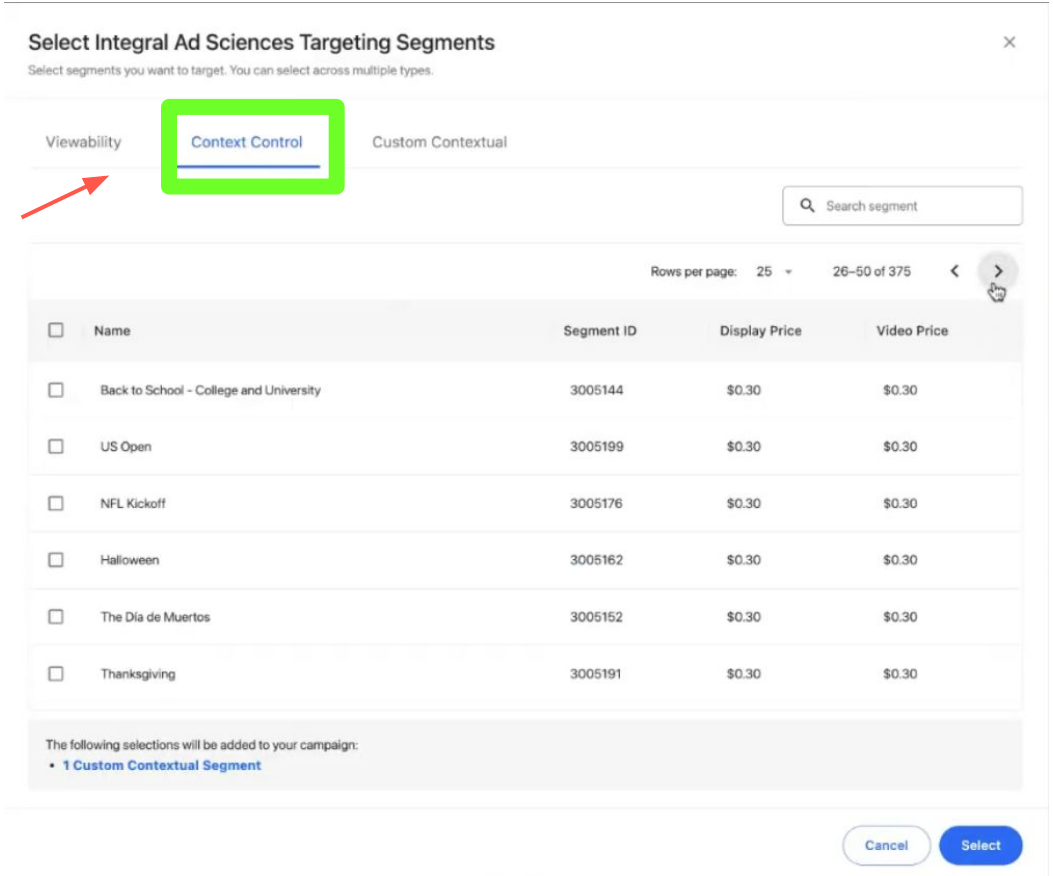
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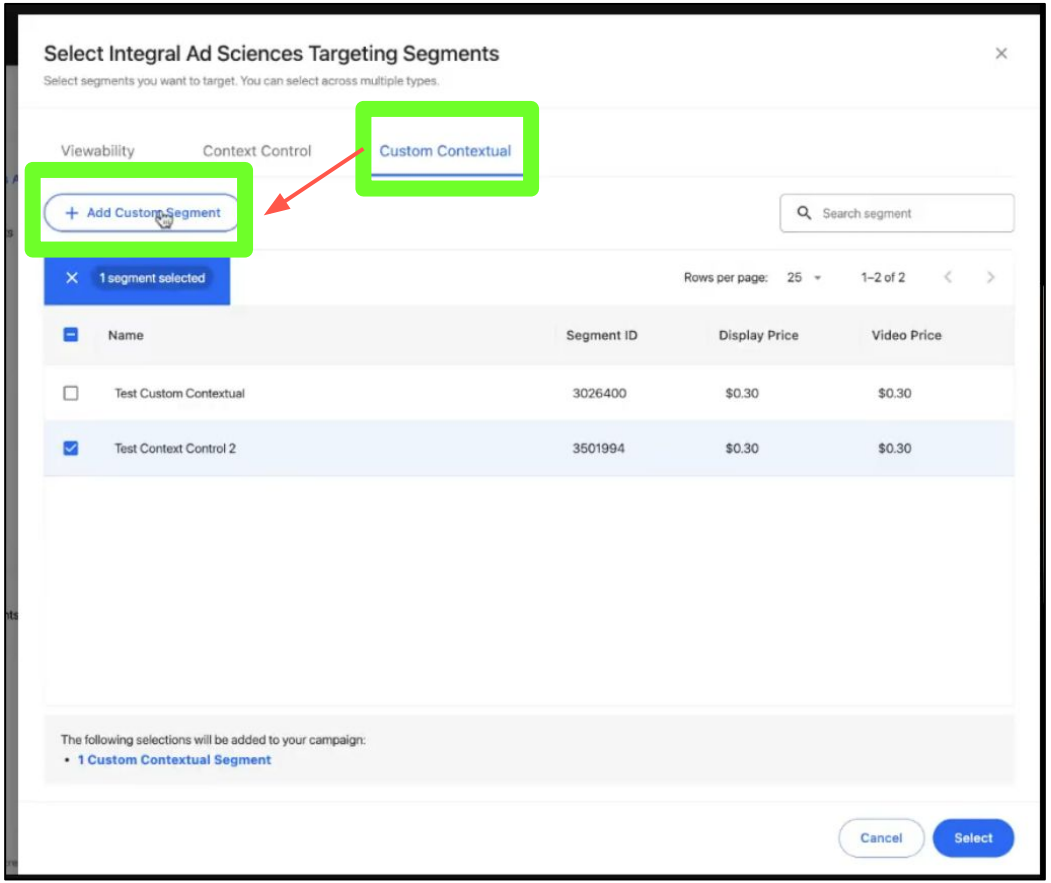
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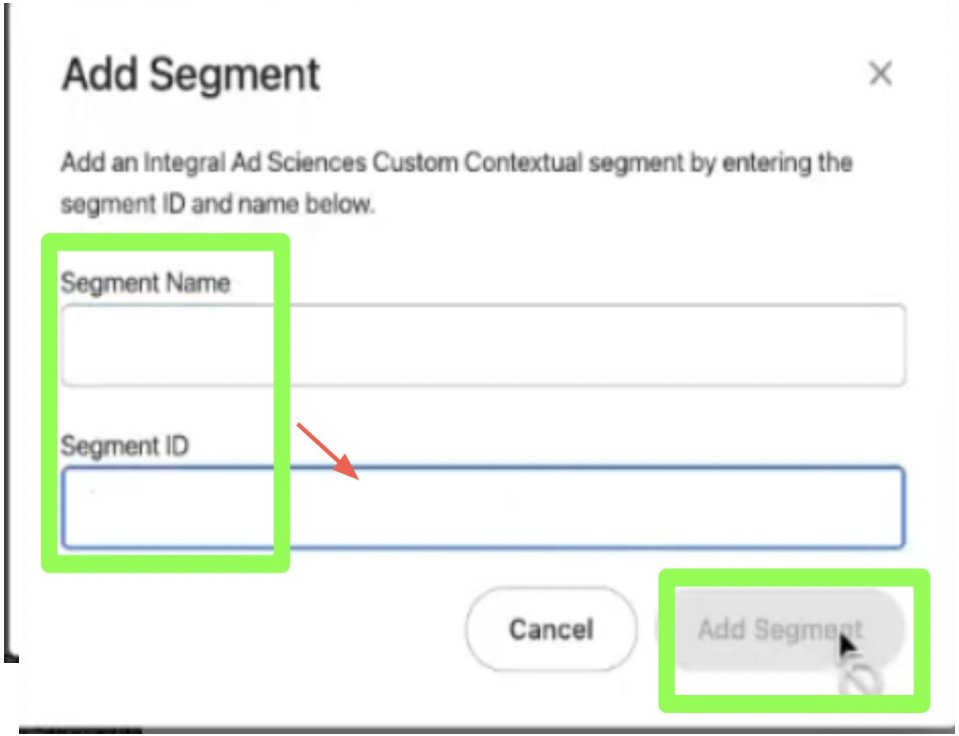


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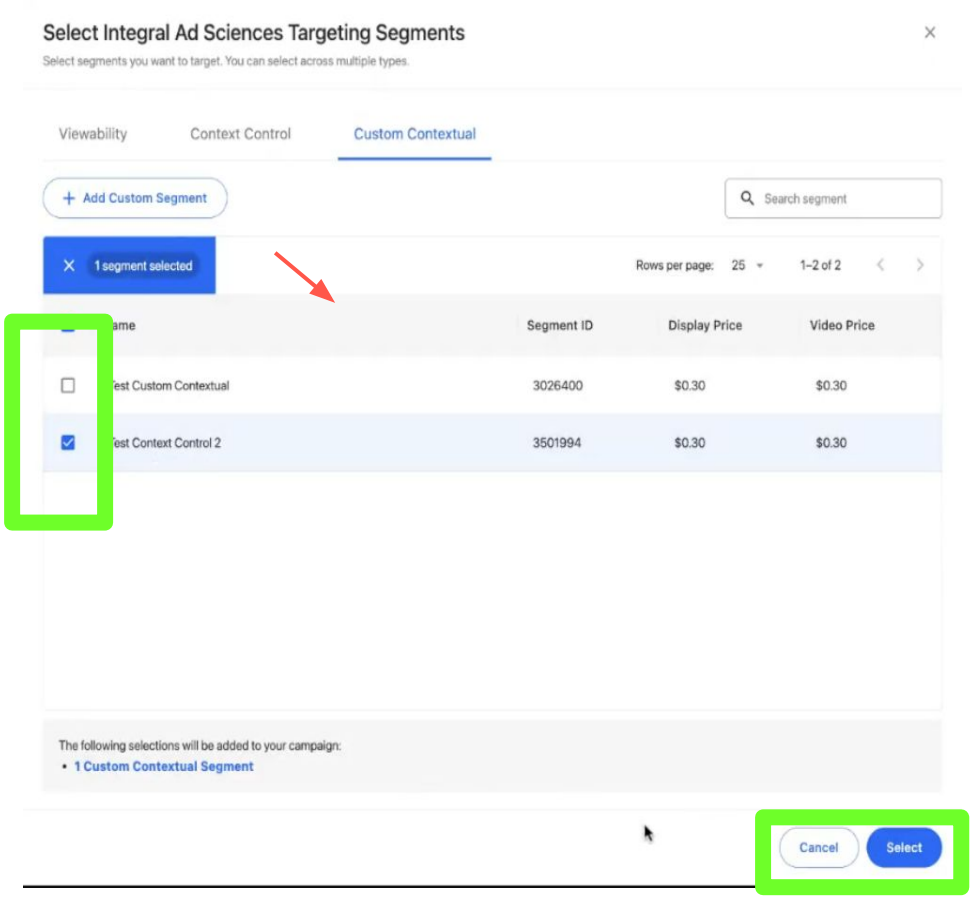


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Brand Safety, Ad Fraud, & Viewability

IAS

Brand Safety Overview

Desktop | Mobile Browser | Mobile In-App | Video | Display

BRAND SAFETY SEGMENTS

1. **Exclude high risk content** to prevent campaigns from running on sites defined as high risk
2. **Exclude high and moderate risk** to prevent campaigns from running on sites defined as high risk or moderate risk

CATEGORIES

- Adult
- Hate speech
- Offensive language
- Alcohol
- Illegal downloads
- Violence
- Gambling
- Illegal drug

RISK-LEVEL DEFINITION



High Risk: Represents graphic content, typically moderately-to-highly offensive with potential illegal indications. High probability that content would be offensive for leading brands/advertisers.

Examples: Graphic content, nudity, vulgar language, profanity, swear words, violent gaming content, violent news content, terrorism, hate group content, gambling or betting games



Moderate Risk: Represents moderate content, typically acceptable for brands. However, caution should be given to the subjective nature of content.

Examples: Articles that feature cocktail recipes, articles that discuss violent acts in sports, content that alludes to swear words, articles about ballot initiatives to legalize marijuana

Note: Gambling category available for in-app only

Brand Safety Category Descriptions



Adult – Content containing adult or child pornography, as well as content that contains nudity, sex, use of sexual language, sexual references, sexual images, sexual themes, or is sexually suggestive.



Alcohol – Content that contains information relating to alcohol, recipes for mixing drinks, and reviews for bars and pubs. Content that represents irresponsible treatment of alcohol, including the illegal sale of alcohol to minors.



Hate speech – Content that represents or discusses hate or hate speech. Hate speech consists of hostility, aggression towards, denigration, or unequal treatment of groups or individuals on the basis of race, religion, gender, nationality, ethnic origin, sexual orientation, or other involuntary characteristics.



Gambling – (mobile in-app pre-bid only) Apps that facilitate gambling and betting actual funds from users on sporting events or games of chance.



Illegal downloads & copyright infringement – Content that allows for illegal downloading of copyrighted content (movies, music, games, software, etc.), including illegal links to copyrighted content and repositories of pirated content.



Illegal drugs – Content that covers illegal substances such as heroin, cocaine, etc., as well as content that describes the illegal buying, selling or trade of prescription drugs.



Offensive language and controversial content – Content that includes offensive terms, including profanity, insults, swear words, vulgar terms, obscenities or religious blasphemy. Additionally, content that includes crude humor or rude gestures with a graphic level of imagery or shock intent. Content that deliberately portrays inaccurate content as news.



Violence – Content that represents or discusses violence, including violent crimes. Some violent topics covered are murder, rape, domestic violence, psychological abuse, robberies, executions, war settings, acts of terrorism, death or injury, disaster scenes, animal abuse, and combat sports. Also includes content that enables the purchase, sale or trade of arms and ammunition.

OFAC Sanctions Lists

Included in Offensive Language Pre-bid Segment

The Office of Foreign Assets Control ("OFAC") of the US Department of the Treasury administers and enforces economic and trade sanctions based on US foreign policy and national security goals against targeted foreign countries and regimes, terrorists, international narcotics traffickers, those engaged in activities related to the proliferation of weapons of mass destruction, and other threats to the national security, foreign policy or economy of the United States.

OFAC publishes lists of individuals and companies owned or controlled by, or acting for or on behalf of, targeted countries. It also lists individuals, groups, and entities, such as terrorists and narcotics traffickers designated under programs that are not country-specific.

To optimize via Pre-bid apply the following web specific segments:

HIGH risk for offensive language

or

HIGH and MODERATE risk for offensive language

IAS

Ad Fraud (IVT) Overview

Desktop | Mobile Browser | Mobile In-App | Display | Video | CTV

FRAUD SETTINGS

1. **Exclude High Risk Ad Fraud** This removes the majority of fraudulent traffic from your campaign, but allows you to scale more easily.

2. **Exclude High and Moderate Risk Ad Fraud** This acts as an additional layer of protection against fraudulent bot traffic and applies a more stringent methodology.

3. **Bot ID or Anti-targeting**
This is an added value fraud enhancement applied on the backend of our segments. It will enhance your ability to remove fraudulent bot traffic from your campaign.





IAS recommends starting with High Risk and then applying High and Moderate Risk to prevent any scale issues

IAS

IAS FRAUD METHODOLOGY

IAS DIFFERENTIATOR

You need sophisticated tech to keep up with new threats

While most solutions rely solely on an automated check to detect any invalid traffic, IAS's unique, three-pillar approach is powered by unmatched scale and machine learning, providing the most accurate detection & prevention.

- GIVT, SIVT, & Reduced Value Inventory
- 11+ categories
- Web & in-app
- Monitoring, blocking, & pre-bid targeting

1. Rules-based detection uses automated rule checks to identify any anomalous behavior patterns

2. AI/Machine learning goes a step further using big data to detect any hidden, uncommon patterns

3. IAS Threat Lab employs malware analysis & reverse engineering to uncover any emerging threats

Viewability Overview

Desktop | Mobile Browser | Mobile In-App | Video | Display

PERFORMANCE MATCHING

This is the easiest viewability targeting method to use. The percentage you choose will be your average viewability rate across your campaign.

- 70% in view or higher
- 60% in view or higher
- 50% in view or higher
- 40% in view or higher

✓ **CUSTOMIZABLE CONTROL**

Use the MRC viewability standards or your own custom standards

✓ **CROSS-CHANNEL, CROSS-DEVICE**

Coverage across desktop, mobile web and in-app for display and video

IAS

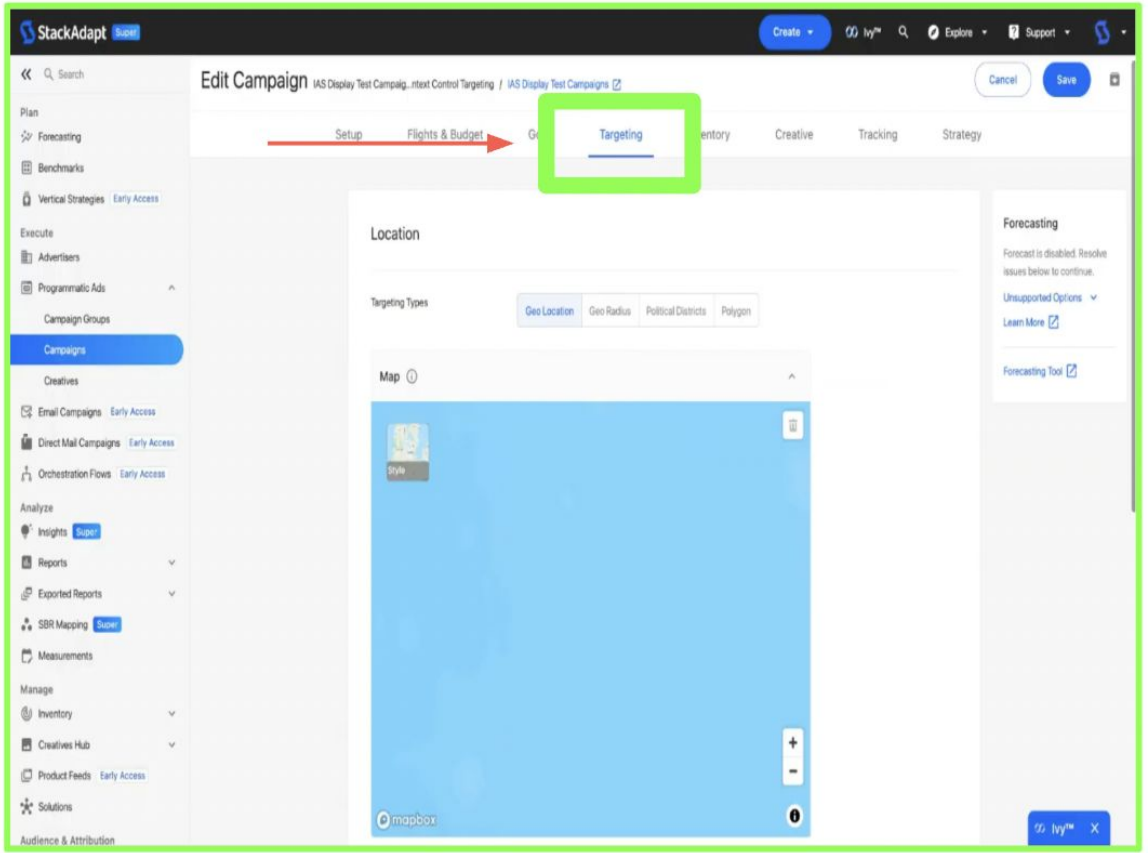
Brand Safety, Ad Fraud, & Viewability Activation Steps

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Activation for Brand Safety, Ad Fraud, & Viewability within StackAdapt

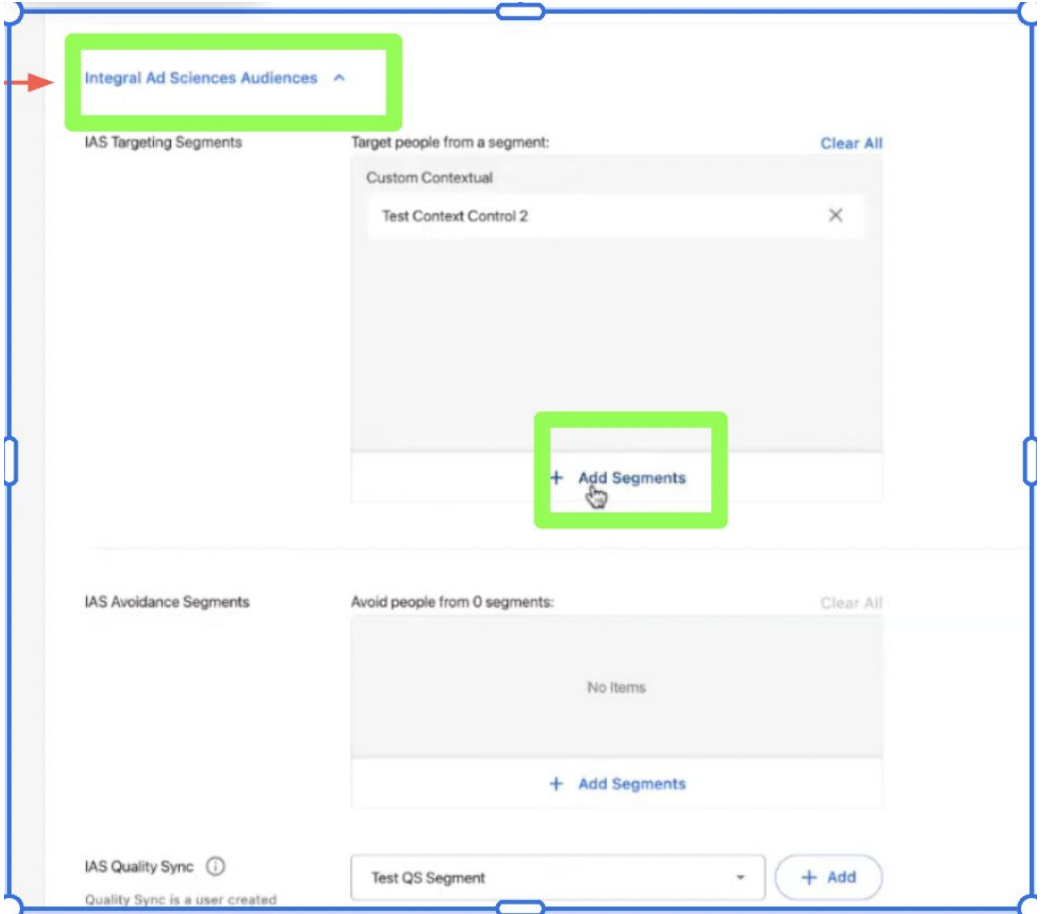
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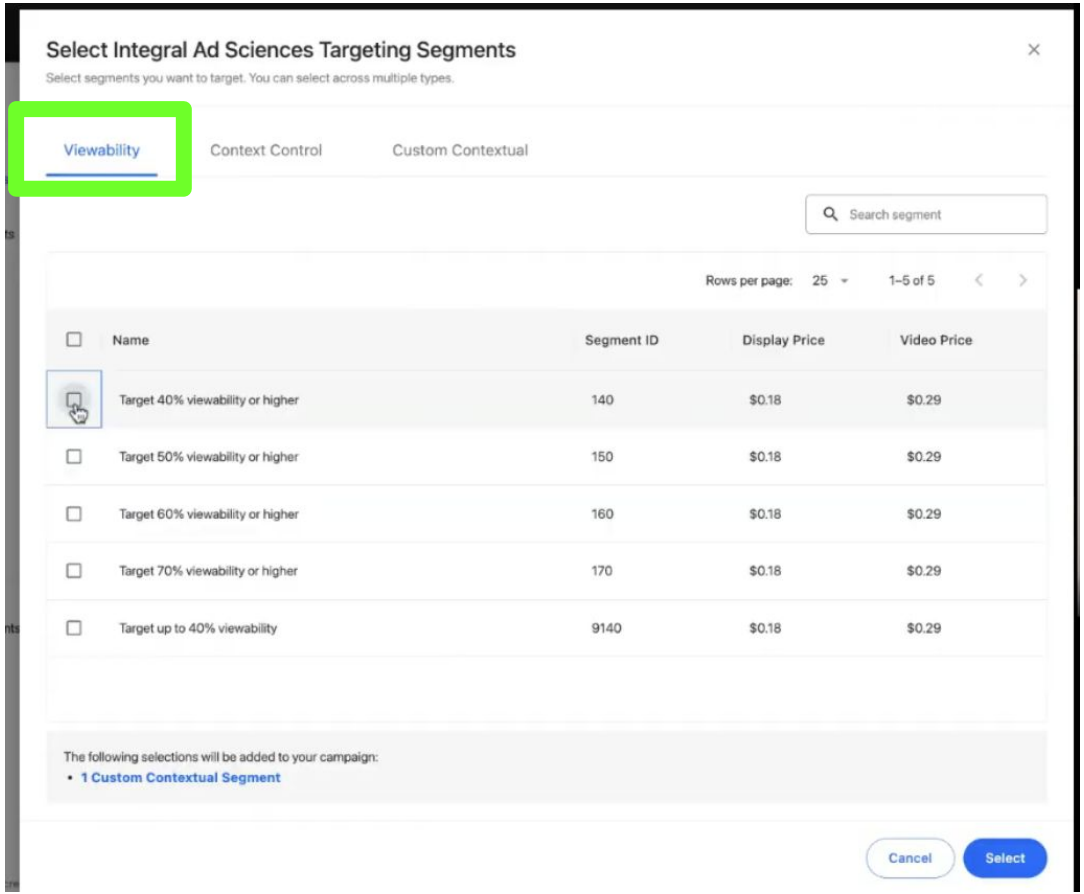
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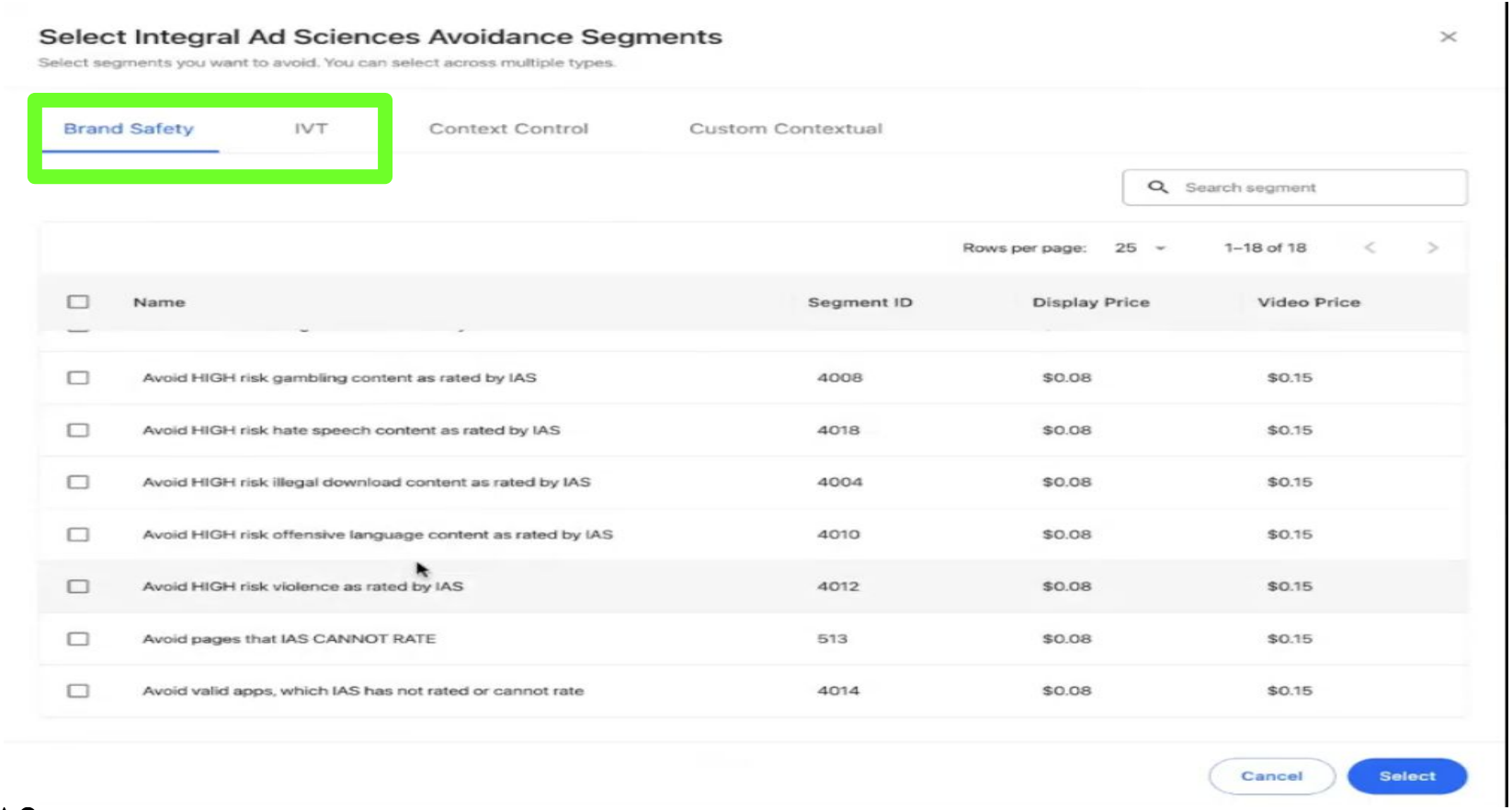
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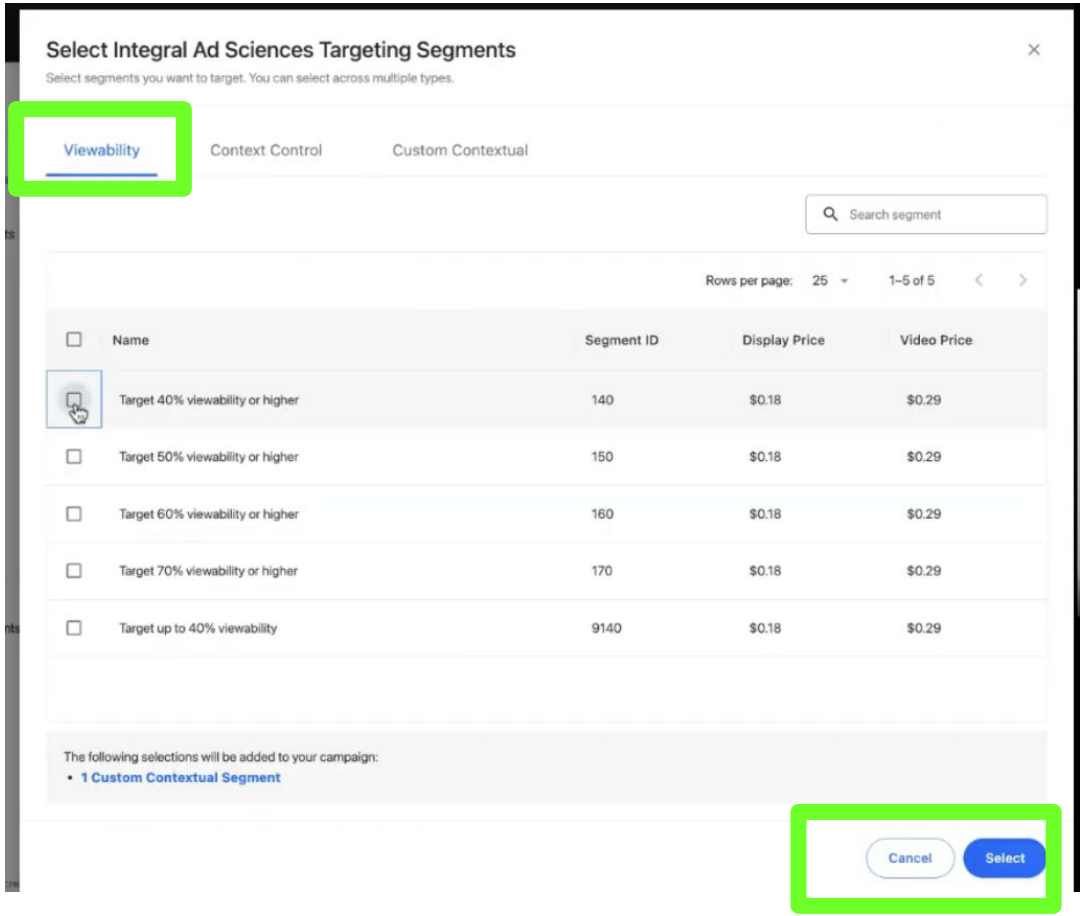
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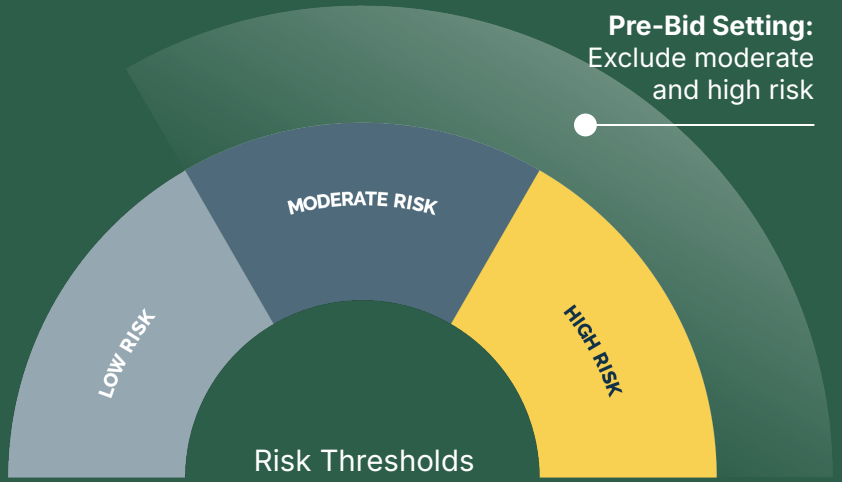
Best Practices

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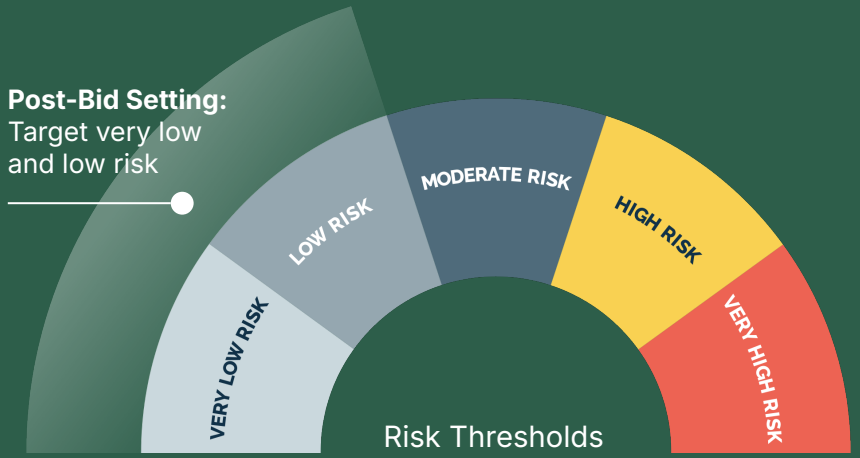
How to align pre-and post-bid

Example: Allow very low and low risk inventory

Pre-Bid



Post-Bid (Firewall)



Best Practices on Pre-Bid Filtering on StackAdapt

‘Block Unrated URLs’ (1000001)

IAS recommends to optimize away from pages not yet scored for Context Control when using the ‘Category (Integral/ IAS)’ pre-bid solutions

***** Please note that this is auto applied on the campaign when a user selects a context control avoidance segment in the StackAdapt UI *****

Reach out to your StackAdapt rep to enable IAS segments in the UI

Custom segments are first generated in the IAS UI then applied in the StackAdapt UI

For support please contact: stackadaptsupport@integralads.com