DeepSee.io | PRESS KIT

Ground Truth for Digital Advertising

Multiply campaign performance in less time with a streamlined ad ops platform built for a post-cookie world.

VISION

Our mission is simple: ground every advertising decision in what we observe, not what's declared. When quality and compliance rest on real data instead of claims, transparency stops being optional.

WHAT IS DEEPSEE.IO?

DeepSee.io is a data platform that grounds advertising decisions in observed reality, not publisher claims. We analyze every ad-monetized property on the web, across quality, compliance, and risk signals spanning fraud, brand safety, content authenticity, and more; reporting what's actually there rather than what a publisher declares.

- **Fraud:** flag inorganic, misrepresented, and laundered inventory before it drains budget.
- **Brand Safety:** scan page content for drugs, gambling, adult material, and firearms.
- **Content Authenticity:** detect AI-generated and templated "slop" content, and verify genuine human authorship.
- **Contextual:** target on what's actually on the page, without relying on personal data.
- **Ad Experience:** measure the real experience around the ad, not just whether it loaded.
- **Supply Chain:** verify who's authorized to sell, and connect the domains behind "diverse" inventory.

LINKS

http://deepsee.io

http://x.com/deepsee_io

https://www.linkedin.com/company/deepseeio

Press enquiries to madeleine@deepsee.io

View our Research Blog

WHO WE WORK WITH

DeepSee.io works across the digital advertising ecosystem. Advertisers and agencies use our signals to vet where campaigns run and shape cleaner buys; SSPs and DSPs draw on the same data to vet the supply they offer and the demand they serve; and publishers use it to understand how they appear to the buyers evaluating them. Wherever a party needs an independent, observed read on publisher quality, DeepSee.io provides common ground.

TRUSTED BY

theTradeDesk | amazon | PubMatic

Index Exchange | nexxen | Microsoft

"DeepSee plays an essential role in our evaluation and classification of domains, helping us spend budgets in the most brand safe and ad friendly environments possible."



Robin Strauss
6SENSE

6sense