Platform Overview

DEEPSEE PLATFORM OVERVIEW 2021

Comprehensive Risk Scoring, At The Scale Modern Marketers Require

Thanks to programmatic advertising, it's easier than ever before to run ad campaigns across millions of websites to reach the desired audience. The scale of modern advertising systems is massive, and it is impossible to inspect every domain and middleman involved in a large campaign. This can result in significant ad spend waste and undesired placements. Despite the challenges, advertisers & ad-sellers alike spend countless hours ensuring the web properties associated with their brands are high quality.

DeepSee is a data service that augments an advertiser's security and intelligence stack by giving web analysts unparalleled insight into how websites and their networks behave. Our software employs machine learning and statistical models across our robust historical data set to discover emerging patterns of fraud. By targeting suspicious sites, we can reveal schemes that would otherwise go undetected, allowing users to make better data-driven decisions.

Hybrid Risk Analysis Gives Unique Insights Into Website Behavior

DeepSee is the first hybrid risk analysis solution built specifically for advertising professionals. Drawing from our backgrounds as ad agency analysts, data scientists, and white-hat fraud researchers, we're now building the tools we always wished we had to fight fraud.

We process millions of signals every day from hundreds of sources to generate comprehensive risk profiles for publishers and other advertising supply chain players. We use that information to intelligently interrogate sites and find the ones that produce exploitative behavior. We then analyze this behavior to assess how it connects at a broader level. We deliver these insights to our customers on demand and on time.

A Future Proof Analysis Framework

Many existing risk detection solutions rely on personally identifying information (PII), and are subject to many different kinds of manipulation schemes that bias campaign performance measurements.

> As user and impression level tracking is becoming less reliable, agencies are looking for complementary datasets to close the gap left by these changes.

Unlike click or impression trackers, DeepSee's analytics are not predicated on collecting large amounts of data from web users. DeepSee looks at the nature of websites and their networks to discover places that harbor fraud. Where on-page trackers capture a point in time, DeepSee captures the journey, end-to-end, that a user might take.
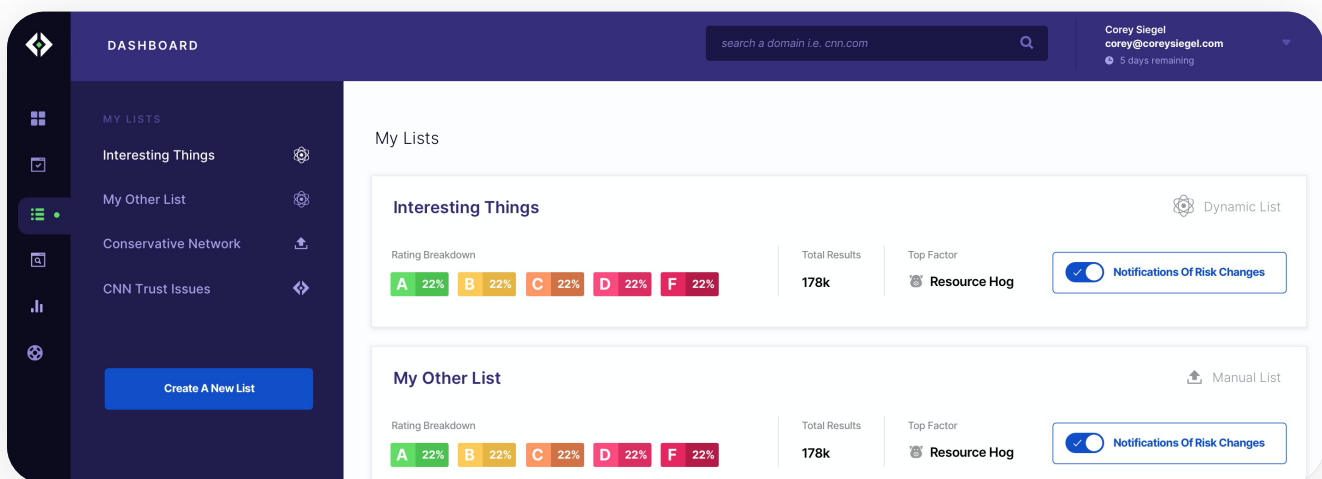
Unlock The Potential Of Your First-Party Auction

DeepSee offers solutions to help marketers get the most out of the auction data they retain from advertising transactions by providing complete ads.txt & sellers.json IAB transparency datasets. We can multiply the efficacy and scale of first-party data while reducing engineering overhead. Companies can use this data to optimize bidding patterns, ensure compliance, and better understand how inventory is sourced.

Solutions Overview

Dynamic Domain Lists

Create site lists based on your preferred risk tolerance, site category, rank, or even the relationships between domains.

METHODS OF INTERACTION

Dynamic lists can be downloaded as CSVs from our dashboard, which gives users ample flexibility when deciding how to use the data.

We offer API access to manage and download your dynamic lists as JSON or CSV.

USE CASE

Agencies & advertisers can create campaign targeting lists that maintain themselves.

Technology vendors can build lists of prospects based on the presence of specific technologies, or integrated ad platforms.

Manual Domain Lists

Users can augment any list of domains they have with our proprietary risk metrics by uploading a CSV in our web application.

METHODS OF INTERACTION

Get messages when the risk profile of your domain list shifts significantly

Add & remove domains to a manual list using our UI, or an API endpoint

Fetch your list, complete with our risk scores, using the API or by CSV download

USE CASE

Agencies & advertisers can evaluate their existing targeting lists & be notified when risk signals appear

Ad-hoc risk inquiries for large number of domains

Supply-Side Platforms & ad-networks can vet applicants to their platforms, and do continuous monitoring of their member publishers once they are on-boarded.

Publisher Risk Investigation Suite

Input a single domain of interest and get a multitude of information about that domain, including: its rank, inbound / outbound traffic, similar sites, and some other unique characteristics that are not necessarily related to risk.

METHODS OF INTERACTION

The web UI gives users an easy & familiar way to conduct publisher investigations

The publisher risk API lets users pull risk & rank information in milliseconds, to be used for a variety of purposes

USE CASE

Real-time-bidding (RTB) domain risk assessment

Building custom internal solutions

Top Sites Batch Data Transfer

Summary of risk information for the top million ranked sites, delivered to your storage bucket at the cadence you need

METHODS OF INTERACTION

The batch upload gives access to domain risk information when you need it, and where you need it.

USE CASE

Building custom internal solutions

Track risk over time for millions of domains

Dive Deeper.