are you a human

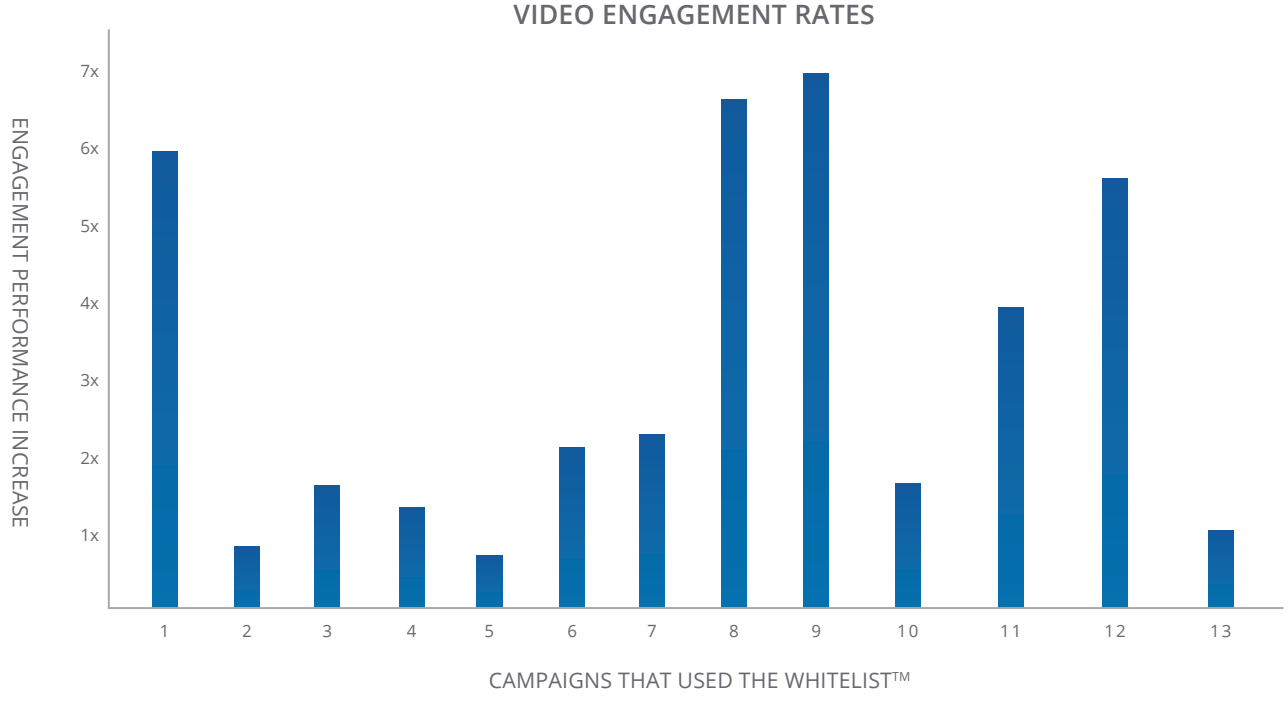
The Verified Human Whitelist™ Boosts Video Performance

Introduction

Are You a Human performed a study to evaluate the effects on key performance metrics when campaigns used the Verified Human Whitelist™ as a data segment to target only Verified Humans™. The study specifically looked at engagement levels on interactive pre-roll video campaigns. The video inventory platforms used the Whitelist™ with **13 different brand partners across more than 25 million impressions**.

Video engagement rates double when targeting Verified Humans™

Implementing the Verified Human Whitelist™ led to increased performance across all platforms. On average, engagement rates for the pre-roll video **more than doubled**, with a high of **7x engagement**.



No brand dollars were wasted on non-human traffic

In addition to a boost in performance, using the Whitelist™ to target Verified Humans™ ensured that brand dollars were only being spent on real human users. Throughout the study, brands that implemented the Verified Human Whitelist™ spent zero campaign dollars on non-human traffic.

Summary

Participating video inventory platforms were able to increase KPIs for campaigns by using the Verified Human Whitelist™. Ensuring that content was only being served to Verified Humans™ led to engagement rates up to 7x and the assurance that brands were not wasting brand dollars on non-human traffic. The Verified Human Whitelist™ connected brands with Verified Human™ audiences and, by doing so, improved campaign effectiveness and generated better experiences for the brands and their customers.