

The Value of Investing in Audited Media



Building Foundations of Trust Through Third-Party Media Assurance

Whether you're placing buys in print or digital media, there's a cornerstone for each transaction: trust. Trust that your message will be seen by the audience the media company claims it delivers.

Independent third-party audits are critical to achieving that trust because they provide assurance that the media company has been vetted and meets industry standards. Publishers may provide self-attested data, but it lacks the rigorous, external third-party examination and testing needed to ensure transparency, trust and performance.

Here's an overview of several benefits third-party audits provide to media buyers.

1. A signal of trust

Audited publishers demonstrate that their data can be trusted. Investing in verified media can boost performance marketing by:

- Providing accurate, validated data
- Improving return on investment by reducing waste
- Maximizing efficiency in media planning

Verified media provides buyers assurance that they are investing in a quality channel from the start.

"When we use audited data, we can hold up the audit and say to our clients, 'This is real. This is true. We know these copies were where they should be because they were audited.'"

– Brenda White, EVP, The Edit, Publicis Media

2. Adherence to industry standards

Verified media also provides proof that a publisher adheres to industry standards and best practices. Audits are a common currency to help marketers and buyers evaluate media within a market and help differentiate those publications from other options.



3. Identifying reliable publishers and partners

Media audits identify reliable publishers, which reduces the time needed for vetting during the planning process. It helps buyers better understand a publisher's independently verified channels including web, social, apps, print, events and newsletters. All this information is included in AAM's Media Intelligence Center, which is one easy-to-use location that saves buyers time.

4. Increased accountability and confidence

In today's advertising environment, buyers often need to plan quickly, justify how advertising budgets are spent and be more selective when targeting the best audiences. A third-party stamp of approval instills trust and confidence, providing accountability to stakeholders who want to know how their investment is spent. Verified publishers are transparent with their records and business processes, increasing trust between buyers and sellers.