

## What Is MediaAudit?

A brand safety tool used to measure your past video advertising campaign performance on YouTube.



# MediaAudit™

MediaAudit, NOM's newly-launched self-serve tool, allows any team to assess previous YouTube campaign performance, measuring for brand safety, alignment and wasted spend.

## How It Works



### BRAND SAFETY

- Analyze and audit video campaigns for brand safety standards established during onboarding



### CONTEXT ALIGNMENT

- Measure campaign placements for alignment or misalignment
- Quantify wasted ad spend



### AD PERFORMANCE

- Get a graded score based on performance data, NOM's industry knowledge, experience, and the campaign's statistical performance



### VIDEO LIST

- See a full list of analyzed videos that the campaign appeared on
- Easily determine each video's impressions, view rate, topics, and whether it was brand safe and contextually aligned

## Why Use MediaAudit?

- ✓ Know exactly where your ads ran, down to the URL level
- ✓ Get access to our team of media-buying experts and analysts
- ✓ Audit placements for brand safety, content alignment, and performance
- ✓ Get critical insights into contextual relevancy and targeting
- ✓ Get scored to see how you compare to the industry

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