

Media Rating Council Accredits Google's Ads Data Hub

Google said Thursday that its Ads Data Hub was accredited by the Media Rating Council for SIVT-filtered (sophisticated invalid traffic), rendered and viewable video ad impressions and TrueView views generated via the Ads Data Hub user interface and application-programming interface.

The company added that as of Thursday, Comscore, DoubleVerify, Dynata, Kantar, Integral Ad Science, Moat by Oracle Data Cloud and Nielsen completely switched to Ads Data Hub-based reporting, joining partners that had already been doing so.

Ads Data Hub is the Google-owned video site's cloud-based, privacy-centric measurement and analytics solution.

It enables marketers to ensure end-user privacy by enforcing privacy checks and aggregating Google data before it leaves the company's Cloud project

Ads Data Hub does not rely on pixels, so advertisers can access measurement and insights across desktop and mobile purchased via YouTube and Google ad platforms including Google Ads and Display & Video 360.

And it enables cross-publisher reporting by third parties that are privacy-centric.

Google group product manager for analytics, insights and measurement Prema Sampath wrote in a blog post, "We are committed to fostering a healthy measurement partner ecosystem, with privacy at its core. With the MRC

accreditation of Ads Data Hub and the full migration of global third-party brand-measurement partners, advertisers will gain more comprehensive reporting and measurement, using technology that's built to enhance user privacy. We are thrilled to mark a big step toward durable, privacy-centric, trustworthy measurement and remain committed to innovation for more capabilities in the future."

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