YouTube Adds Zefr to Measurement Program

Zefr, a contextual data platform for brands and agencies, is teaming up with YouTube on a brand safety and suitability measurement solution.

The company was also added to the YouTube Measurement Program as a brand suitability and contextual targeting partner, meaning that brands can apply Zefr's contextual data for granular post-campaign verification, based on industry-standard risk thresholds as defined by the 4A's and the Global Alliance for Responsible Media.

Zefr said these reporting capabilities will be developed and rolled out throughout 2021 at it collaborates with the video site on integration with the Google Ads Data Hub, enabling it to provide brand suitability measurement on YouTube investments across Google Ads and DV360.

Yale Cohen, executive vice president of global activation standards at Publicis Media, a founding member of the 4A's Advertiser Protection Bureau and a member of GARM, said in a statement, "Brands increasingly want to ensure that their ads are not only brand-safe, but brand-suitable based on their unique risk tolerances. We are encouraged by Zefr's announcement of a brand safety and suitability measurement product on YouTube that maps back to the 4A's APB and GARM brand safety and suitability definitions, in an effort to standardize brand safety and suitability measurement on YouTube."

Zefr co-founder and co-CEO Rich Raddon added, "As major brand advertisers continue to shift their investment from television

to YouTube, independent and trusted brand suitability measurement has become a necessity. Zefr is thrilled to partner with YouTube to build a brand safety and suitability measurement solution that reflects the critical work that the 4A’s and GARM have accomplished over the past year.”

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