



SUBLIMESKINZ

## Press release

### Sublime Skinz launches new prevention tool to fight online fraud

**London UK 28 June 2016** – With global digital advertisers expected to lose over [\\$7 billion](#) to bot fraud this year, leading skin-based advertising company, Sublime Skinz, has launched its own prevention tool that will fight fraud, while safeguarding delivery and transparency across its network.

Providing optimal security for advertisers and agencies, the platform will deploy an intelligent algorithm that instantly detects suspicious activity by analysing performance against historic data and stringent criteria. When a potential threat is identified, the website in question will be automatically excluded from advertising distribution lists, as well as the entire Sublime Skinz network, pending a full assessment of the risk it poses.

“As the pioneer of skin-based advertising and the first international player to distribute the format programmatically, Sublime Skinz is committed to making automated trading on our network is as secure as possible,” said Lisa Menaldo, UK MD, Sublime Skinz. “We are determined to deliver the highest quality of service for the brands we work with and in the digital environment that means ensuring maximum viewability and performance, with minimal disruption and wastage from fraud. This new tool will enable us to guarantee the safety, security, and profitability of our advertising clients around the world.”

To maintain ultimate accuracy and transparency, Sublime Skinz has also partnered with MOAT — a third-party performance measurement specialist — to ensure its analysis of viewability, consumer attention, and non-human traffic across its network is independently verified. This allows the company to assure media buyers and advertisers of both the reliability of its fraud prevention tool, and the high standard of its inventory. Indeed, such assessments can also confirm that Sublime Skinz premium formats achieve above average levels of impact, exposure, and engagement.

Now officially launched throughout the Sublime Skinz network, the sophisticated fraud prevention tool aims to go beyond current detection methods to actively pinpoint and isolate threats before they have the opportunity to negatively impact advertising revenue. In the near future, the

company hopes to offer its clients complete transparency, assurance of safety, and protection from the rising influence of fraudsters.

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### **About Sublime Skinz**

Sublime Skinz is a leading adtech company specialising in the distribution and optimisation of skin-based advertising. It is the first platform of its kind to provide wallpaper-based advertising, working with advertisers, publishers, media agencies, media trading desks, and ad networks to drive efficient campaigns at scale.

Sublime Skinz provides actionable statistics and transparent insights in real time, allowing brands to capitalise on the most impactful format with the greatest coverage across multiple websites. Sublime Skinz works with a clear objective to maximise revenues and optimise return on ad investments.

Founded in 2012, the Paris-based company has developed an international reach with offices in London, New York and San Francisco, and boasts an impressive network integrated with more than 3,000 websites worldwide. Sublime Skinz was honoured as the 'audience favourite' winner of the Launch: Silicon Valley World Cup Tech in 2014. For more information, please visit [www.sublimeskinz.com](http://www.sublimeskinz.com).

### **Press contact**

Eleanor Matthews, [GingerMay PR](#)  
[Eleanor.matthews@gingermaypr.com](mailto:Eleanor.matthews@gingermaypr.com)  
Tel: +44 (0)203 642 1124