



Marketing Digital Media Worldwide

Ybrant Digital Unveils new Facebook 'Quality Control Center' To Protect User Experience on Facebook Apps

Taps AppNexus, the Real-time Ad Platform to Develop Technology Solution

Hyderabad, May 03, 2011: Ybrant Digital, the global digital marketing company, today unveiled the Facebook Quality Control Center (QCC), a new technology solution for complying with Facebook's [latest regulations](#) for advertising on apps.

The QCC was built on AppNexus, the real-time ad platform for ad networks, demand-side platforms and other online advertising companies, and is designed to protect the user experience and ensure that only the most relevant and acceptable ads are shown to visitors. Ybrant's QCC is an attractive offering for publishers interested in quality display inventory running on their Facebook Applications creative. It offers a "plug & play" solution for Facebook Application publishers, which allows them to instantly adapt advertisements to Facebook's new parameters.

Facebook's new quality control regulations for application advertising were published on December 2010, and outlined the terms for serving display ads on Facebook applications. Under the new requirements, users are allowed to remove ads and provide feedback on the reasons for doing so. As some of the largest apps rely on ad networks for a steady and large-volume feed of ads, innovative solutions by networks to help meet these guidelines was critical.

"Facebook has designed its entire advertising system around the principles of authenticity and quality that advertisers must share in order to be shown on Facebook's Social Ads," said Jacob Nizri, Ybrant Digital's president. "Facebook has decided to apply similarly high standards to the display inventory of its independent applications operators and AppNexus and Ybrant Digital were able to come up quickly with a highly-effective technology solution."

Using technology available through the AppNexus platform, Ybrant Digital now overlays an "X" in the upper right of each creative that will provide a Facebook user the opportunity to close the ad and flag it. The user is then prompted to respond to a short, voluntary survey asking if they found the ad "irrelevant," "offensive," "misleading," "repetitive" or "other." This valuable

consumer data is then emailed to Facebook and Ybrant Digital's QCC and ultimately shared with the advertisers for valuable feedback that can immediately improve future ads.

"Ybrant Digital enthusiastically took the initiative to develop this new quality control tool for Facebook, and we immediately turned to AppNexus as a nimble technology partner with a flexible ad platform and open APIs which in turn allowed us generate a fast solution," said Yaniv Ben Atia, Ybrant Digital's CTO.

"AppNexus and Ybrant are longstanding partners so it was a natural fit for us to work together to help advertisers and ad networks comply with Facebook's new advertising guidelines on its app," said Brian O'Kelley, CEO, AppNexus. "Our goal at AppNexus is to build a flexible and extensible advertising platform that allows companies like Ybrant Digital, and its important partners like Facebook, to rapidly adjust to changes in the advertising marketplace."

About Ybrant Digital

Ybrant Digital offers Digital Marketing solutions to businesses, agencies, and online publishers worldwide. It connects Advertisers with their Audience across any form of digital media, using its massive local presence to deliver appropriate messages to the right audience, through the most relevant digital channels.

Founded in 2000 and headquartered in India, Ybrant Digital holds offices in 16 countries, including US, Argentina, Brazil, Chile, Uruguay, Mexico, UK, France, Germany, Sweden, Ukraine, Serbia, Israel, China, India, and Australia, and with representatives or partners in Spain, Greece and The Netherlands.

Ybrant Digital services leading brands including SAP, Porsche, Ford, UPS, Swissair, Chevrolet, 3M, Jeep, US Army, LaSalle and Lufthansa. Besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia, Ybrant Digital partners with top global publishers such as Facebook, Google, MSN, Yahoo!, and Viacom, and assists over 140 top Ad Agencies including OMD, Carat, MediaCom, Group M, Quasar, Razorfish, Mindshare, Maxus, OmniCom and Oglivy, spread across Europe, the Americas and Asia.

With enormous reach, cross platform capabilities, and technology, Ybrant Digital can exploit the full capabilities of Digital Media, positioning itself as a leading entity in the new age of digital advertising, and make it the platform of choice for any advertiser looking to connect with its audience across digital media channels.

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