

PREMIUM BRAND SAFE CONTEXTS

We have a responsibility to protect your brand, and your charity partners.

This means for Good-Loop, brand safety isn't just a requirement - it's the most important part of our business.

APPROVED STATUS

iab europe
Transparency
and Consent
Framework

REGISTERED VENDOR

IAS Integral
Ad Science

Good-Loop is compatible with all major brand safety vendors, and buy exclusively on ads.txt inventory.

Sizmek

MOAT

grapeshot

DV
DoubleVerify

We also layer in negative keyword targeting as standard, ensuring you're always showing your ads in safe environments.

**USA
TODAY**

Our watch-to-donate formats are places in premium media environments with a curated site list based on the brief.

Bloomberg

THE VERGE

Vox

Good-Loop are also one of the founding members of the Conscious Ad Network, a pioneering set of standards for improving the state of online advertising.

Certified



We're also the first advertising technology vendor in the world to be certified as a B Corp, an international gold standard on ethical and transparent business practices.