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Rubicon Project Named a Top Global Platform for Inventory Quality

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Global Seller Trust Index Recognizes Leaders in Advertising Automation With Strengths in Domain Quality, Viewability, Audience Engagement and Inventory Quality

LOS ANGELES--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI), a leader in advertising automation with one of the industry's largest independent real-time trading platforms for the buying and selling of advertising, today was named one of the top global platforms on Pixalate's Global Seller Trust Index - the industry's first comprehensive RTB quality rating standard list. This recognition comes just one month after Quantcast named Rubicon Project as having the largest worldwide reach of any advertising platform – an unduplicated audience of more than half a billion people, approximately 20% of the world's online population.

The new quality rating standard by Pixalate provides additional insight into the strength of Rubicon Project's leadership position with respect to exceptional inventory and domain quality, least amount of masked inventory, leadership position in viewability, and safeguards against poor inventory quality. Ranking as one of the Top 3 global sellers, the list recognizes Rubicon Project's commitment and investment in creating a clean, high-quality marketplace as well as its superior network of seller domains.

"Engineering world-class technology that addresses the needs and concerns of our premium sellers has been a core focus for Rubicon Project," said Gregory R. Raifman, President, Rubicon Project. "Receiving this recognition highlights the work we do each and every day to ensure a world-class, well-lit and quality environment exists for our buyers and sellers globally."

"We are pleased to announce the Global Seller Trust Index today as a significant step forward in bringing transparency to the programmatic industry," said Jalal Nasir, Founder and CEO, Pixalate. "Sellers that demonstrate investment in a high quality marketplace should be recognized. We congratulate Rubicon on achieving a top tier ranking in the Pixalate Global Seller Trust Index."

The monthly Global Seller Trust Index is based upon Pixalate's proprietary technology that analyzes more than 100 billion monthly impressions and delivers ratings based upon inventory quality and ad performance, along with classic reach ranking. Pixalate will release the Global Seller Trust Index report of the top 20 performers from more than 400 active RTB sellers to the public monthly on its Global Seller Trust Index Trends website.

Methodology

Global quality ratings are based upon a weighted analysis of overall effectiveness assessing viewability, engagement, domain masking, and network and inventory scores in compliance with recognized industry standards.

The Global Seller Trust Index is an independent industry rating based on data collected by Pixalate on the open RTB marketplace. Pixalate does not endorse any specific vendor or service ranked in the Index and is not responsible for exchange data. Rating scores are normalized to a range of 0-99. To learn more about the methodology and to download the free industry whitepaper, visit pixalate.com/sellertrustindex.

About Rubicon Project

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. www.RubiconProject.com @RubiconProject

#Automation #Excellence #CultureMatters

Source: Rubicon Project

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