



news release

contact: Glenn Schutz
BPA Worldwide
203-447-2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

GumGum achieves TAG's IQG standards with re-certification from BPA Worldwide's iCompli division

Shelton, CT April 11, 2016 – [GumGum](#), the Santa Monica, CA-based ad server platform, announced it achieved the [Trustworthy Accountability Group's \(TAG\)](#) Inventory Quality Guidelines (IQG) standards with re-certification from BPA Worldwide's iCompli division. The IQG standards offer a common framework for companies to describe and disclose the characteristics of their advertising inventory.

"GumGum is thrilled to have completed its re-certification process on TAG's IQG program with BPA Worldwide's iCompli Division," said Brian Kim, Vice President of Product Management at GumGum. "Over the past years, we've continually maintained and managed the highest standards for our platform. Being included in this program with third-party certification verifies the scrutiny and standards that we adhere to for our advertisers and publishers."

A central program in TAG's transparency initiative, the Inventory Quality Guidelines help establish trust between buyers and sellers through an industry-backed brand safety and transparency compliance program. The goals of the IQG program are to: support the information needs of advertising buyers; define a common framework of disclosures that sellers can use across the industry; offer clear language in the IQG disclosure framework that enables buyers to make informed decisions; and review compliance among IQG-certified companies and facilitate the resolution of disputes and complaints.

"We applaud GumGum on their decision to validate their adherence to the IQG standards," noted Richard Murphy, BPA's Senior Vice President, Technology Assurance. "Independent third-party validation will provide their organization with a significant competitive advantage by providing an extra level of assurance for buyers that their business partners have fully implemented these important standards."

iCompli is also recognized as an approved certifying body by a number of other industry organizations around the world, including the [IAB](#), European Interactive Digital Advertising Alliance ([EDAA](#)), the Digital Trade Standards Group ([DTSG/JICWEBS](#)), and [COUNTER](#) (Counting Online Usage of Network Electronic Resources).

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About BPA Worldwide. In business for 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 audits in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on iCompli and its services, please visit the [website](#).

About GumGum. As the inventor of in-image advertising, GumGum is the digital marketing platform for the visual web. Our technology unlocks the value of connected images, and delivers highly visible campaigns and rich insights to marketers. Reaching over 400 million visitors as they view images and content across more than 2,000 premium publishers, GumGum ads consistently achieve an 81% viewability rate and deliver 10 times better engagement than traditional display options, resulting in superior brand lift for marketers and increased revenue for publishers. Powered by its core image recognition technology, GumGum also offers Mantii, a real-time image recognition tool for brands to identify and activate their most important images and engage their top influencers on social media.