Platform-wide Brand Protection

Control the quality of your media buys

Protect your brand, control your message

The Microsoft Audience Network is Microsoft’s programmatic native solution. It is comprised of high-quality native placements, curated through human and AI reviews and brand-safe environments on Microsoft owned and operated sites and select publisher partners. With the potential to reach over 242 million people¹, wouldn’t you want to rest assured that your message is received in the appropriate context?

By partnering with IAS to extend brand safety protection into the Microsoft Audience Network, only validated inventory will make the cut. IAS rating methodology never relies on single-source data to evaluate content — it weighs competing evidence sources to create the most accurate and comprehensive rating of page content, making it possible for marketers to maintain quality control for native ads, across desktop and mobile web.

What you get

**Comprehensive coverage** for brand safety to ensure ads drive meaningful connections with your intended audiences.

**Automatically filter out** high risk inventory from serving on the Microsoft Audience Network so you can be confident your message is delivered in trusted environments only. No work is required on your end.

**No additional cost** to you for any of your new and existing campaigns purchased across the Microsoft Audience Network.

How it works

When activating ads with the Microsoft Audience Network, an additional layer of IAS platform-wide protection is automatically added to help you uphold your brand safety standards.

To get started, please reach out to your Microsoft Advertising representative or IAS Customer Service Manager.