

TAG Member Spotlight: Three Questions with Christian Martine, Senior Program Manager, Amazon Advertising

Why did Amazon Advertising decide to join the TAG Leadership Council?

Amazon's mission is to be earth's most customer-centric company. As an advertiser, publisher, and intermediary, we believe we can offer a useful perspective in standards development. Our customer obsession means we are committed to high standards in addressing fraud, malware, privacy, and brand safety concerns. We are excited to work with TAG's Leadership Council on the next generation of standards that build trust and value across the digital advertising industry.

What do you think is the most significant challenge currently facing the digital advertising supply chain?

Participation across a diverse set of stakeholders from different aspects of the industry is essential for effective development of digital advertising standards. Supply chain transparency is a broad area of industry concern, and we look forward to collaborating with stakeholders to develop standards that improve transparency and give confidence to advertisers that their ad dollars are being well spent.

How does Amazon Advertising work to protect advertisers and build confidence in digital advertising?

Amazon is committed to transparency and anti-fraud efforts and is actively participating in standards creation with groups including TAG, the MRC, and the IAB Tech Lab. In the UK, Amazon Advertising has attained the JICWEBS DTSG UK Brand Safety certification and has been awarded the IAB UK Gold Standard certification, which shows our commitment toward reducing ad fraud, improving the digital advertising experience, and increasing brand safety protections.

Amazon has long invested in systems and processes to protect advertisers from invalid spend. Our Traffic Quality team employs security engineers, machine learning scientists, analysts, and software engineers who build systems to effectively detect and take action on invalid traffic.