



B2B Media Exchange

Requirements to Participate in the B2B Media Exchange

Only audited, high quality inventory is allowed in the B2B Media Exchange platform. This means all publishers who wish to participate must pass a thorough site review that includes both technology and human review. The review will check for the following:

- Traffic Quality
- Non Human Traffic (NHT)
- Page Quality
- Brand Safety
- Social Presence
- Content Quality
- Site history
- Ad Clutter
- And More...

Once a publisher passes the requirements check and signs the necessary BPA and PulsePoint MSAs, they can begin on-boarding digital ad inventory. As soon as the set-up is complete, publishers can immediately begin flowing unsold inventory through the PulsePoint platform for monetization. A full workflow diagram can be found in the appendix.