**Snapchat, DoubleVerify Partner to Improve Brand Safety**

Marketers using Snapchat's lenses, filters and Snap and Story Ads can now boost brand safety with DoubleVerify's viewability and fraud verification technology. "DoubleVerify uses consistent evaluation standards across environments -- including web, mobile app and social, making it easier for advertisers to benchmark performance across their entire media plan," says DoubleVerify CEO Wayne Gattinella.

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<https://marketingland.com/snapchat-adds-doubleverify-as-brand-safety-viewability-measurement-partner-267174>