A recent study by the IAB and Ernst & Young estimated that $8.2 billion can be saved each year if the digital advertising industry works together to eradicate corruption across the supply chain. In partnership with Trustworthy Accountability Group (TAG), we at Dun & Bradstreet are helping tackle this problem by verifying the legitimacy of businesses in the ad tech ecosystem.

**Types of Digital Corruption and Their Cost Impact on the Supply Chain**

- **Malvertising**: $1.1 billion
- **Infringed Content**: $1.1 billion
- **Invalid Traffic**: $4.6 billion

**WHO IS THE TRUSTWORTHY ACCOUNTABILITY GROUP?**

The Trustworthy Accountability Group (TAG) is a cross-industry group created by the 4A’s, ANA, and IAB to spur transformational improvement at scale across the digital advertising ecosystem, focusing on four core areas: eliminating fraudulent traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency.

**WHAT’S OUR APPROACH?**

D&B verifies the identities of digital advertising buyers, sellers, and intermediary companies applying to participate in the TAG Registry. Our proprietary business identifier known as the D-U-N-S® Number powers the “Verified by TAG” process, which serves as a background check for anyone looking to do business in the digital ecosystem. This is a critical step to ensure that every company approved as “TAG Registered” is a legitimate business as identified in D&B’s commercial database of 300M+ companies.

**WHERE CAN I LEARN MORE?**

You can visit the TAG website at [www.tagtoday.net](http://www.tagtoday.net), or reach out to TAG with your questions at [info@tagtoday.net](mailto:info@tagtoday.net) to start the application process. Hundreds of companies have already joined the movement with TAG and Dun & Bradstreet.