Platform Sweeps

Protect your company and your customers from problematic content, with customized sweeps of your internet, advertising, and e-commerce platforms.

Quickly detect, monitor, and proactively screen against problematic content.

LegitScript helps protect your company against regulatory and reputational risk by monitoring your internet, advertising, and e-commerce platforms for advertisers engaged in illicit activity, or activity that violates your policies.

Protect your platform from bad advertisers and associated networks.

Correctly identifying an advertiser's affiliate network helps to identify abuse patterns and map connections between bad advertisers. Affiliate marketing networks or similar groupings constitute up to 97% of some high-risk markets, including internet pharmacies and online gaming. Most bad advertisers are part of a network known to, and actively monitored by, LegitScript.

A 99.8% reduction in problematic ads for Google and Bing.

In 2011, Google paid a $500 million fine to avoid prosecution for permitting rogue internet pharmacies on its platform. Faced with the urgent need to clean up ad space and reduce further regulatory risk, both Google and Bing turned to LegitScript. The result: a sustained 99.8% decrease in problematic pharmaceutical ads.

Global expertise: Policy, language, and culture.

Today, several of the world's largest internet platforms including Google, Bing, and Amazon, have turned to LegitScript's multilingual team of experts to monitor their merchants and advertisers in over 20 countries, including the US, Canada, China, Japan, Russia, and more.

Platform Sweeps

Key Benefits

Reduce Regulatory Risk

Reduce the risk of expensive fines by monitoring problematic content through ongoing platform sweeps, helping you proactively screen and prevent abusive activity.

Protect Your Reputation

Proactive screening helps protect your company against regulatory and reputational risk of illicit activities on your platform.

Improve Visitor Experience

LegitScript reports problematic content so you can remove it from your platform and improve the quality of your customers' visit — and repeat visit — experience.

Keep Customers Safe

Protect your customers from illicit content and criminal networks so they feel safe visiting and using your platform.

Get Expert, International Coverage

You can rely on LegitScript to expertly monitor pharmaceuticals, supplements, psychoactive highs (designer drugs), alcohol, tobacco, and other high-risk or prohibited content. Additionally, LegitScript analysts are global compliance experts, with multi-national backgrounds covering over 20 countries and more than 15 languages.

Work with a Trusted, Proven Partner

LegitScript is trusted by major search engines and internet platforms around the world. Since LegitScript began monitoring healthcare ads on Google and Bing, problematic ads on these platforms dropped from nearly 9 out of every 10 ads to less than 1 in 600 (Center for Safe Internet Pharmacies, 2016).

Learn More

Read the original Bing and Yahoo! research reports that first highlighted the need for better ad platform sweeps at: **legitscript.com/ad-study**