

ShowHeroes Announces Strategic Partnership with DoubleVerify to Enhance Engagement and ROI for Advertisers

Berlin, Germany – July 8, 2025: **ShowHeroes**, a global leader in contextual video and CTV advertising, announces a strategic partnership with [DoubleVerify](#) (NYSE: DV), the leading provider of digital media quality measurement and analytics. The collaboration integrates ShowHeroes' proprietary [SemanticHero](#) technology with **DV Marketplace Suite**, delivering a next-generation solution that enhances brand safety, IVT protection, and contextual relevance at scale, offering unmatched value for advertisers and publishers.

SemanticHero leverages advanced machine learning and Natural Language Processing to analyze on-page content in real time, enabling precise, privacy-compliant contextual targeting without relying on third-party cookies or user tracking. Seamlessly integrated with [DV Marketplace Suite](#), which includes pre-bid segmentation, fraud prevention, viewability filters, and over 100 content avoidance categories, the combined solution creates a unified framework that delivers both performance and protection at scale.

The partnership provides a powerful, future-ready solution that enhances media quality and efficiency, ensuring ads are contextually relevant and appear in brand-suitable environments, fully viewed by real people, potentially leading to up to **100% higher engagement rates** and improved ROI. With DV Pinnacle® analytics, advertisers gain deep insights and actionable metrics across desktop, mobile, and CTV platforms.

ShowHeroes is aligned with DV's advanced measurement capabilities, supported by its robust infrastructure and global presence, with nearly 400 employees across 20 markets, and a premium publisher network that meets the industry's most stringent quality standards. SemanticHero's advanced semantic AI with real-time data processing and content recommendations will also leverage DV's premium segments to maximize campaign precision, including implementation of DV keyword lists, brand suitability, together with integration of custom site and app lists for advertisers to choose from.

"This partnership represents the future of programmatic advertising," said **Kay Schneider**, **President Global Product & Business Development** at **ShowHeroes**. "By combining our contextual AI with DoubleVerify's industry-leading verification tools, we offer agencies and

advertisers an unparalleled combination of safety, performance, and scale."

"ShowHeroes' commitment to quality and innovation makes them an ideal candidate for our marketplace offering," said Steven Woolway, EVP of Business Development at DV. "DV's best-in-class verification capabilities will enable advertisers to achieve superior campaign precision while maintaining the highest standards of brand safety and suitability with ShowHeroes' SemanticHero technology."

Publishers within the ShowHeroes network benefit from increased demand, as the partnership positions them as premium, fraud-free inventory sources. SemanticHero reinforces DV's brand safety measures by analyzing content, while **DV Marketplace Suite** provides scalable tools that help advertisers and publishers align on global media quality requirements. This dual-layered approach not only protects brand integrity but is also expected to drive longer time-on-site and stronger viewer retention for publishers.

Through this partnership, ShowHeroes and DoubleVerify are enhancing quality, driving better outcomes for brands while empowering publishers to unlock the full value of their content.

About ShowHeroes

ShowHeroes is a global leader in delivering sustainable and innovative digital video advertising and CTV solutions that create meaningful connections between brands and consumers, ensuring impactful media experiences.

As a co-publisher of leading online media outlets, the company upholds editorial excellence across a network of nearly 2 billion unique users and almost 80 billion views per month (total across all channels), promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' video solutions and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner with headquarters in Berlin, the company launched ShowHeroes Group in 2020.

Composed of its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, and The Digital Distillery, a networking event and content platform, the group employs 400 people worldwide with operations in 20 markets throughout Europe, LATAM, and Asia.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and has been awarded the "Technology Fast 50" prize consecutively in 2021, 2022, and 2023. For the Financial Times' "FT 1000" 2023, which ranks Europe's fastest-growing companies, ShowHeroes Group is in the top 60 companies overall, second in Germany for growth, and third in the advertising and marketing sector.

More information on showheroes.com.

About DoubleVerify

DoubleVerify (“DV”) (NYSE: DV) is the industry’s leading media effectiveness platform that leverages AI to drive superior outcomes for global brands, publishers and marketplaces. By powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media. Learn more at www.doubleverify.com.

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