CASE STUDY

DV Pre-bid Video Exclusion for TikTok



PepsiCo Philippines Achieves Fewer Brand Suitability Incidents with DV's TikTok Video Exclusion Lists

Background

With **64% of Southeast Asian consumers using TikTok** several times a week[1], reaching audiences on this platform requires navigating a dynamic content ecosystem, where the sheer volume of videos uploaded every minute makes manual monitoring and oversight tedious. PepsiCo Philippines, a food and beverage leader with iconic brands recognised nationwide, faced the challenge of leveraging TikTok's engaging content and vibrant community for its advertising campaigns. It sought to drive impactful marketing outcomes while protecting its brand equity, a goal that required sophisticated, real-time controls. PepsiCo has already achieved a low level of incidents, but is looking to reduce even more unsuitable impressions, which is difficult to do manually.

Solution

To address this challenge, PepsiCo Philippines and its agency partner Publicis partnered with DV to implement a comprehensive protection strategy that aligns pre-bid avoidance controls with post-bid measurement and robust reporting. DV's pre-bid video exclusion lists for TikTok enable advertisers to proactively avoid content they deem objectionable before their ads are served, maximising media quality, campaign performance and advertising ROI.

DV Universal Content Intelligence™, an industry-leading classification engine, powers DV's brand suitability solutions. Harnessing advanced artificial intelligence technology, DV analyses content across all key components — including video, image, audio, speech and text elements — to enable accurate classification at scale.

Tailored to PepsiCo Philippines' campaign objectives and brand suitability standards, and informed by the top incident-driving videos based on its advertiser's profile settings in DV Pinnacle®, DV's pre-bid video exclusion lists include up to 200,000 video IDs per list on TikTok. These video exclusion lists auto-refresh in near real time, enabling PepsiCo Philippines to apply maintenance-free coverage, eliminate the operational burden of maintaining blocklists and ensure seamless, up-to-date campaign protections.

DV's pre-bid video exclusion lists include up to

200K video IDs

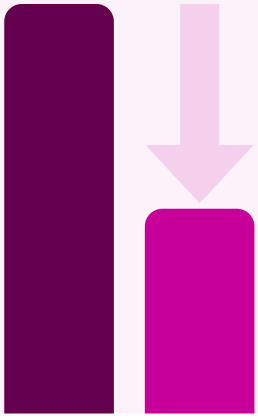
per list on TikTok

[1] DV 2025 Global Insights: How Consumers and Marketers Use Walled Gardens, Southeast Asia results

Results

Campaigns with DV's pre-bid video exclusion lists activated saw brand suitability violations 2.4 times lower than campaigns without them. This gives PepsiCo the confidence to scale its pre-bid avoidance approach across additional markets, reinforcing its focus on achieving impactful business outcomes in quality and brand-suitable media environments.

With global availability in markets where DV provides post-bid measurement, PepsiCo can continue to leverage DV's pre-bid solution to activate consistent, scalable brand suitability controls across regions.



Campaigns with Pre-Bid Applied saw
2.4 times Less Brand Suitability Violations

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