

Trust IQ: From Brief to Booked in Minutes

How Responsible GenAI Makes Premium Publisher Data More Accessible and Relevant for Advertisers

Premium publisher data creates value only when it can be activated quickly and accurately for advertising campaigns.



And that was exactly our challenge.

INVEST IMMO
BY MEDIAFIN

L·U·X·E VASTGOED
BY MEDIAFIN

IMMO D·E·L·U·X·E
BY MEDIAFIN

DeTijd | MijnGeld
L'Echo | MonArgent

DE TIJD

L'ECHO

SABATO.

de belegger.
l'investisseur.

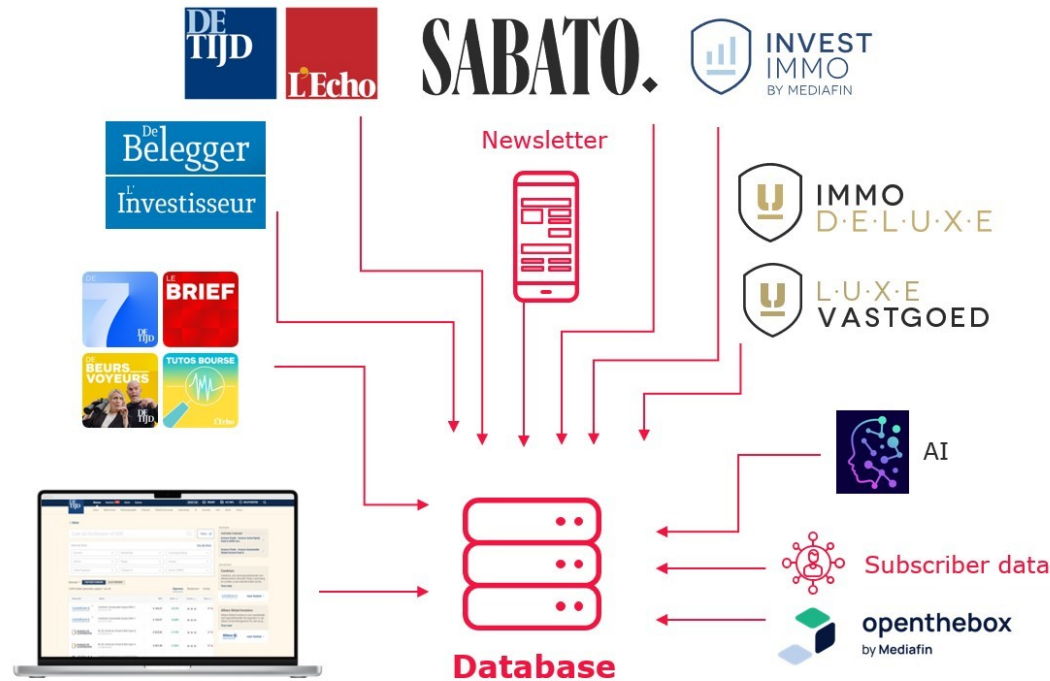


330+

standard audience segments in the DMP, plus contextual segments based on editorial topics and site sections.

Technical complexity

segment definitions, feasibility and booking codes lived in long Excel files and ad-hoc emails.



Client usability gap

many direct clients (outside agencies) have limited technical knowledge and need clarity fast.

Expert bottleneck

only a few specialists could reliably translate briefs into the right segments and setup details.



TrustIQ ...

- Is an AI-driven targeting solution
- Analyzes advertisers' and agencies briefings automatically
- Matches and interprets contextual and 1st party data
- Generates personalized targeting recommendations
- Operates at the speed of conversation

Data as a TOOL Campaign Excellence

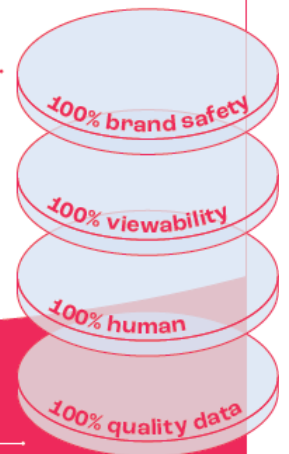
We improve the results of your digital campaign by using our data.



Our quality 1st party data & semantic-based solutions for contextual advertising allow you to **target the defined audience** for your campaign.

Our digital charter guarantees the highest quality standards in the market, ensuring exceptional quality. Each campaign is **meticulously monitored** under our vigilant supervision to ensure optimal performance.

We provide access to a robust and high-performing online data ecosystem, with **total transparency** and a **clear definition of our data segments** (no black boxes).





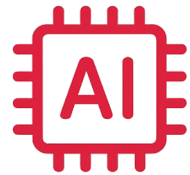
trustIQ

Tailor-made Targeting



Briefing

Advertiser / Agency



Scan

AI analyzes all available contextual & audience targeting options



Build

Create a tailor-made targeting solution



Connect

Deliver campaign to the selected audiences & contexts

No Black Boxes, full privacy, no-guessing rules





Development since september 2025, commercial useage as of december 2025

Internal commercial optimization:

increase reach and drive traffic to native podcasts

CMO VOICES



by UBA &
Trustmedia



External presentations & proposals





Why does TrustIQ deserve to win an AMMA?

- TrustIQ makes premium publisher data **accessible and usable** for advertisers and agencies.
- It turns complexity into clarity by converting briefs into **accurate, explainable campaign proposals**.
- It proves **AI** creates value through speed, reliability, transparency, and **real commercial impact**.



We are nominated!

trustmedia 
beyond advertising

Thank you

Katrien Berte

Data Product Manager
katrien.berte@trustmedia.be

Trustmedia, part of Mediafin – Tour & Taxis,
Havenlaan 86c b309 Avenue du Port,
Brussel 1000 Bruxelles