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## **Geniee Releases an Automated Multilingual Advertising Delivery Classification and Control System Called "GAURL", First in the World**

"GAURL" is now available in the English and Vietnamese languages

Plans to adopt additional languages of the APAC region

SINGAPORE--([BUSINESS WIRE](#))-- Geniee International Pte., Ltd. (Head Office: Singapore, President and CEO: Tomoaki Kudo, hereinafter referred to as "Geniee") began providing a new advertising delivery classification and control system called "GAURL" in the English and Vietnamese languages in May 2015 as an addition to its existing service in the Japanese language. This multilingual system is now available in the Japanese, English and Vietnamese languages and is the first product of its kind in the world.

"GAURL" is an automated system developed by Geniee for inspecting the contents of a website, as well as the contents of any linked pages, for any violations of Google AdSense's (hereinafter referred to as "AdSense") (\*1) program policy and automatically selecting the proper advertisements to be delivered. Geniee has been a "Google AdSense Certified Partner" since the launch of the program in 2010 and has been providing consultations for revenue optimization and optimization. It has been offering "GAURL" for free to publishers who use AdSense services.

"GAURL" has been introduced to 200 publishers in Japan and has protected publishers' AdSense accounts from warnings and bans by only delivering advertisements to pages with no policy violations. At the same time, it has enabled advertisers to deliver advertisements to brand-safe websites. There have also been cases where suspended accounts were restored by introducing "GAURL" to enforce compliance with AdSense's program policy.

Geniee has set a target to introduce "GAURL" to 100 publishers in the English and Vietnamese languages in the coming year and plans to adopt additional languages of the APAC region.

\* About "Google AdSense":

Google AdSense allows publishers to serve automatic text, image, video, or interactive media advertisements that are targeted to a site's content and audience.

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