



news release

contact: Glenn Schutz
BPA Worldwide
203-447-2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

Cooler Screens Achieves Independent Certification to IAB's Display Impression Measurement, Digital Video Advertising Guidelines, BPA Standards for Network Qualification

Shelton, CT December 6, 2022 – Global assurance provider BPA Worldwide today announced the [Cooler Screens](#) in-store digital media and merchandising platform for retail has achieved independent certification to the IAB guidelines for Display Impression Measurement, Digital Video Advertising, as well as BPA standards for network qualification.

BPA's certification engagement, performed in accordance with IAB auditing guidelines and BPA standards, included reviews of Platform Architecture and Retail Location Network, Device Management, Digital Campaign Execution, Inventory Management and Advertising Delivery Process, Impression Measurement and Logging, Digital Video Advertisements, Data Filtering Procedures, General Reporting Process, Documentation Standards, and Disclosures and Definitions.



"It was a pleasure working with the BPA team," noted Jeff Aschenbach, Cooler Screens Chief Information Security Officer. "We are impressed with BPA's ability to quickly understand our industry-defining technology and our comprehensive control framework. We believe the IAB Guidelines for digital impression delivery and measurement and the BPA Standards for Network Qualification are crucial to elevating trust and confidence in the in-store digital media channel. Our third-party certification with BPA ensures Cooler Screens will continue to lead the way in impression measurement."

"We congratulate Cooler Screens on successfully achieving third-party certification of their digital media and merchandising platform," said Richard Murphy, BPA's President and CEO. "The organization has made significant investments in technology, controls and people to achieve this certification and we are pleased to see their commitment to trust and transparency recognized."

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 90+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. BPA's services have expanded with the launch of BPA iCompli to assist in the creation and assurance of external standards. BPA iCompli now includes: [Technology Assurance](#), [Sustainability](#), [Privacy and Data Protection](#), and the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.

About Cooler Screens. [Cooler Screens](#) is creating the world's largest in-store digital media and merchandising platform for retail. We transform retail surfaces into digital IoT smart screens that deliver in-store retail media and merchandising for the ultimate consumer experience. With 90% of food, beverage and health category purchases still taking place in physical stores, Cooler Screens enables retailers to digitize and improve consumer experiences and allow brands to drive sales and build brand equity by connecting with consumers at the 1st moment of truth. Retail partners span grocery, drug and convenience stores, including Walgreens, Kroger, Circle K, Giant Eagle's GetGo convenience stores, Chevron, Areas and Parkland. For more information, please visit coolerscreens.com.