



Scaling brand safety & ad suitability across 350M fans

Fandom uses GGWP Brand Safety to assess wiki pages for safety and brand suitability at scale.

Highlights

- Kept 250K+ wikis safe and monetizable at scale
- Managed dynamic content at scale – 25,000+ violations caught and reverted in just 60 days from a single new wiki.
- Significantly reduced false positives while surfacing violations earlier

Customer quote

“With GGWP Brand Safety, we’re able to support our trust and safety workflows at scale, helping ensure wiki content is evaluated quickly and reliably for policy compliance and monetization readiness.”

— Regine Weiner, SVP, Fandom

Fandom’s UGC moves fast, and brand safety needed to keep pace. GGWP Brand Safety looks beyond a single edit to surrounding context and history, producing consistent page-level decisions that teams can trust. The result is higher accuracy on detections, earlier catches on real violations, and a cleaner path to monetization. With transparent reporting, partners get the assurance they need while communities keep creating at full speed.