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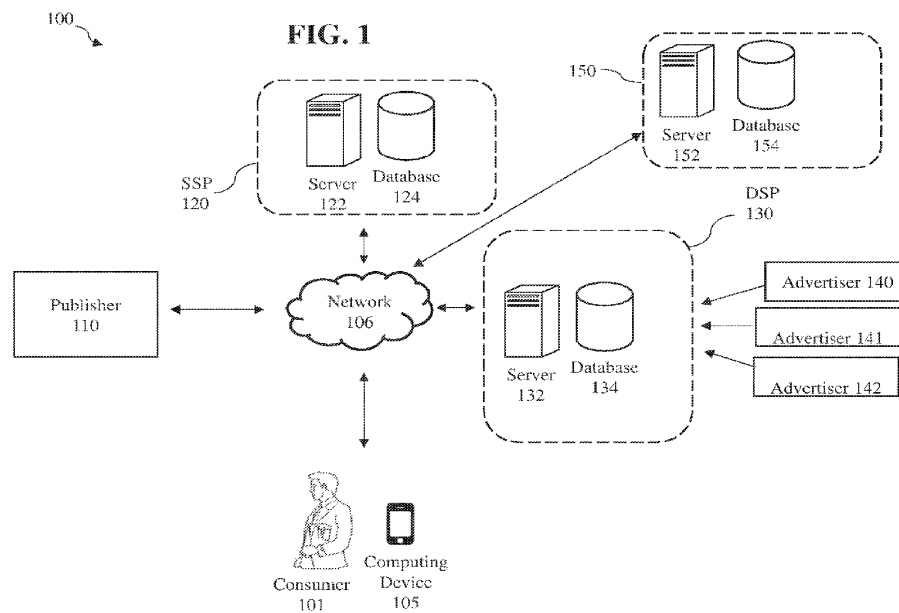
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(54) Title: METHODS AND SYSTEMS FOR DETERMINING PROVENANCE AND IDENTITY OF DIGITAL ADVERTISING
REQUESTS SOLICITED BY PUBLISHERS AND INTERMEDIARIES REPRESENTING PUBLISHERS



(57) Abstract: Described is a computer implemented method for determining provenance and identity of a digital advertising request for an advertisement solicited by at least one of a publisher and an intermediary representing the publisher. The method includes receiving, with a transceiver of a first computing device, a first message having first message metrics associated with a candidate entity for identification. The first message is processed, with a processor of the first computing device, to identify a first portion of a candidate entity identity based on the first message metrics. An output related to confidence of the candidate entity identity is produced, with the processor, based on the first portion of the candidate entity identity.

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