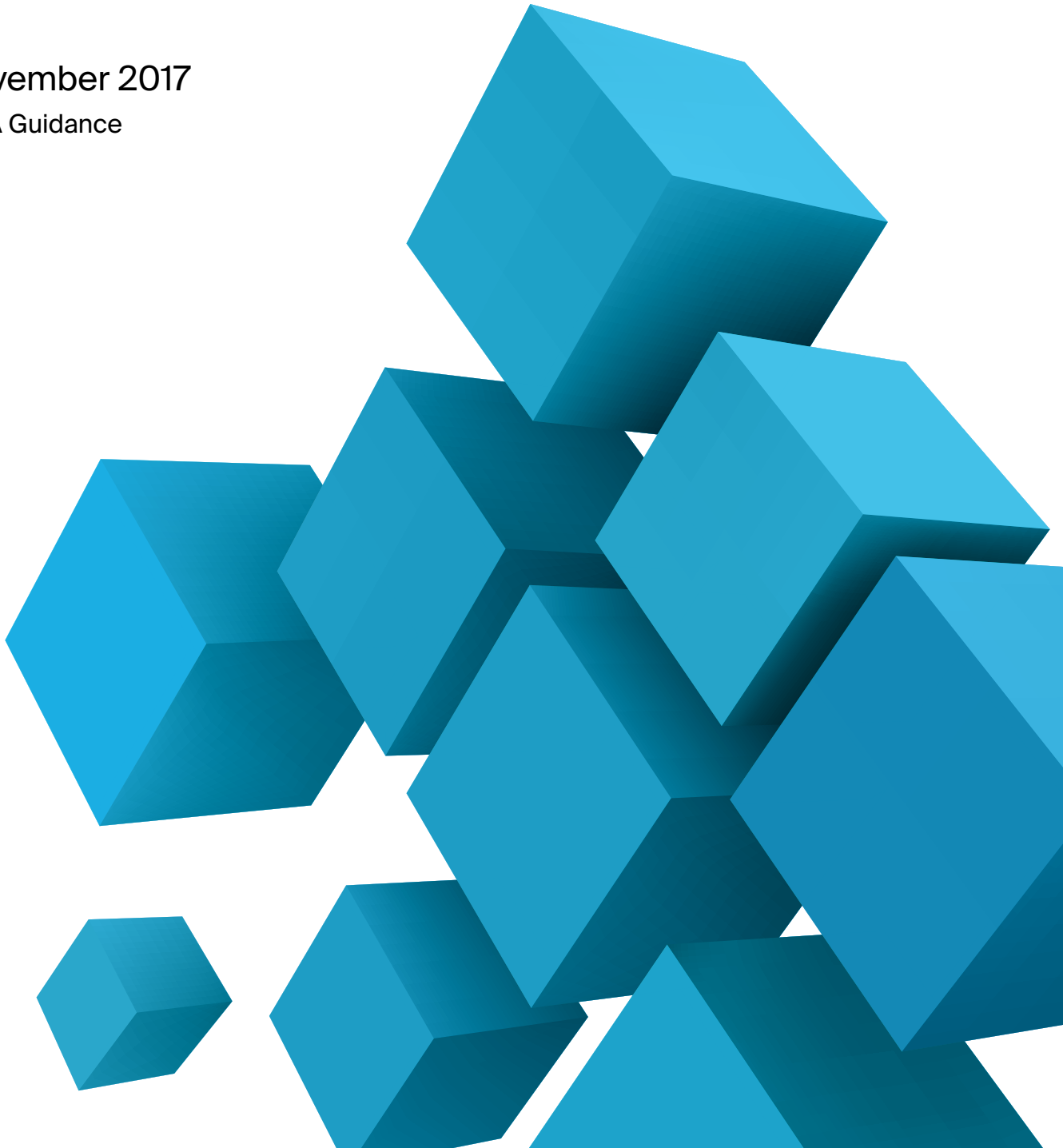


Brand Safety, Viewability and Online Ad Fraud



November 2017

ISBA Guidance



Tips to help protect your online reputation, mitigate against fraud and maximise the opportunity to see your advertising.

Introduction

ISBA is committed to online brand safety and protecting advertisers' reputation. As questions are being asked as to whether advertisers take online brand safety seriously, ISBA members might like to ask their agencies to confirm, in writing, that the tools listed below are a pre-requisite of any campaign purchase and that these tools should be incorporated into their business processes.

New and robust clauses on online brand safety, content verification tools and ad fraud have been incorporated into ISBA's Media Services Framework. The Framework will be updated on a regular basis. Please contact [Debbie Morrison](#) for your copy.

Ensure you and your agency have adopted industry best practice.

1. Ad fraud/non-human traffic

Click fraud and impression fraud, (better known as internet botnets, a collection of software applications that run automated tasks over the internet) are essentially non-human generated traffic, with computers simulating clicks or views.

The Joint Industry Committee for Web Standards (JICWEBS) UK cross-industry 'Anti-Fraud Commercial Working Party' includes representatives from Google, Unilever, Shell, Nationwide, and Santander. JICWEBS has published a report describing the different types of potential online ad fraud. Titled "[UK Traffic Taxonomy for Digital Display Advertising](#)", it followed the publication of an [initial set of best practices](#). The taxonomy identifies 16 different malicious (possibly fraudulent) and non-malicious sources of nonhuman traffic, though it isn't an exhaustive list and will be continuously updated.

At the time of publication of this document, [17 companies](#) have registered as signatories to the [JICWEBS Good Practice Principles For Reducing Risk To Exposure To Ad Fraud](#). [13 of these companies](#) have been independently certified against these principles and have received the seal of compliance, whilst 4 companies are undergoing certification.

2. Viewability

In April 2014, the [Media Rating Council](#) in the US published guidance setting out minimum benchmarks, based on time and percentage in view.

This enabled the industry to trade using viewable ad impressions on a campaign by campaign basis. Seven companies have so far been certified by JICWEBS on their ability to measure display and video ad viewability. Certified companies: Admetrics, comScore, DMA Institute, DoubleVerify, Integral Ad Science, Meetrics and Moat.

View the [report](#), which summarises the capabilities of these companies. Advertisers can use this free resource to better understand viewability products, compare their capabilities and make more informed purchasing decisions.

3. Brand Safety

At the time of publication of this document, 62 companies have registered as signatories to the Digital Trading Standards Group's UK [Good Practice Principles Seal of Compliance](#).

[50](#) of these companies have been independently certified against these principles and have received the seal of compliance, whilst [12 companies are undergoing certification](#).

4. Content Verification

Are your intermediaries, suppliers and ad networks using one of the three Content Verification (CV) tools (listed below) that have been issued with public certificates of capability?

Click [here](#) for the full CV Certification Programme report.

- DV Digital Impression Quality – Real Time Ad Blocking By DoubleVerify Ltd
- The AdSafe Firewall by Integral Ad Science
- comScore vCE Validation from comScore

5. Piracy/Copyright Infringement

Use the Police Intellectual Property Crime Unit's (PIPCU's) Infringing Website List. The Infringing Website List contains websites which infringe copyright and / or illegally file share.

Email [PIPCU](#) to access the updated List.

6. Social Media Platforms

How are you protecting your client's reputation on social media platforms such as Facebook and YouTube? See YouTube's [Content Exclusion Controls](#) and their [Brand Control Playbook](#).

Contact your Google rep for an update on all the tools available, including YouTube's 'Sensitive Subjects Exclusion Tool'.

Contact Us

If you have any further queries regarding the above, please contact [Stephen Chester](#).

ISBA represents the leading UK advertisers. We champion the needs of marketers through advocacy and offer our members thought leadership, consultancy, a programme of capability and networking.

We influence necessary change, speaking with one voice to all stakeholders including agencies, regulators, platform owners and government.

Our members represent over 3000 brands across a range of sectors.

For more information please visit www.isba.org.uk



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