

“WALKING IN THE BEST LIT NEIGHBOURHOODS IS THE BEST WAY OF KEEPING SAFE”

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Mindshare

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BRAND SAFETY & SUITABILITY
AD FRAUD
VIEWABILITY

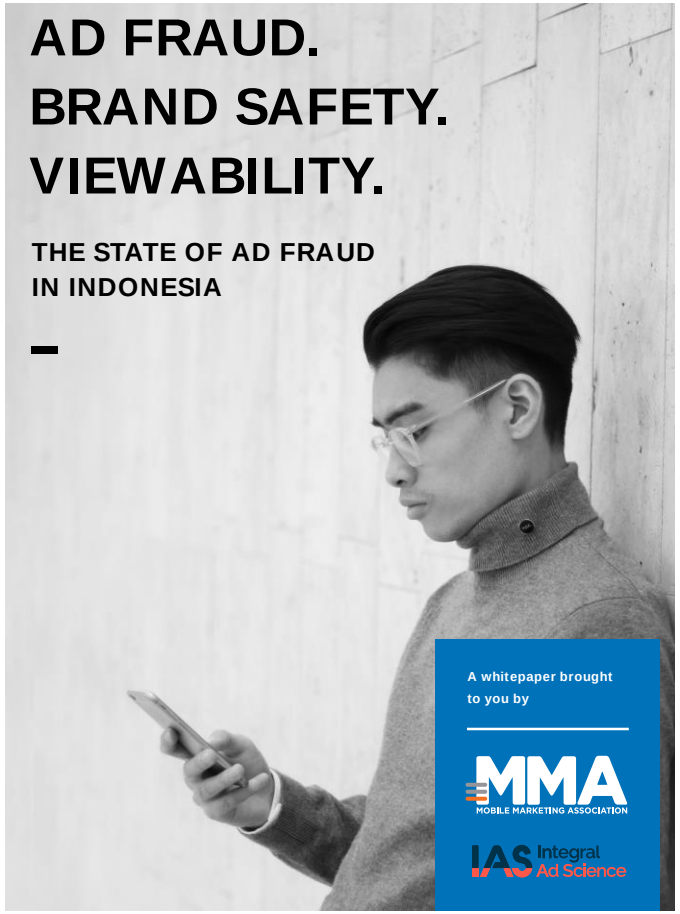
The ad industry 'conspiracy of silence' on digital media: Agencies either 'stupid' or 'keeping their mouths shut'

Every week there are alarming reports of fraud, corruption, privacy abuse and security failures in online media – but holding companies and industry trade associations simply shrug their shoulders and duck for cover – says Bob Hoffman

September 9, 2019 9:43
by BOB HOFFMAN



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A quality impression is viewable, free of invalid traffic, in the required demographic and location, and in a contextually safe and suitable environment.

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An ad should be seen, by a human, in the assigned demographic and in a safe and suitable environment…

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Limiting Risks & Improving Trust and Quality in the Digital Supply Chain

FINANCIAL RISK

- Viewability
- Fraud
- Demo
- 3rd-party tracking

REPUTATIONAL RISK

- Content environment
- User experience

LEGAL RISK

- Consumer privacy
- Anti-piracy
- Terms & conditions

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Most Topical Issues

Social platforms and navigating risk tolerance (reputational risk).

Brand safety in programmatic (financial and reputational risks).

Privacy compliance (legal risk).

Ad fraud, aka invalid traffic (financial risk).

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10-12% Impressions around unsafe content – **now under 2%**



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Changing Nature of Brand Safety Concerns

THEN

Brand Safety

- Apply technology
- Measure
- Benchmark
- Optimise
- Compliance

NOW

Public Safety &
Supply Chain Integrity

- Non working media value
- Consumer privacy protection
- Brand content in context
- Risk vs performance
- Social responsibility

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Cross industry collaboration for brand and public safety and sustainability on social platforms



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Clear guidelines on safe content

BRAND SAFETY FLOOR (NEVER SUITABLE)	HIGH RISK SUITABLE	MEDIUM RISK SUITABLE	LOW RISK SUITABLE	CONTEXTUAL RELEVANCE
Graphic, excessive use or promotion and advocacy of dirty dozen content	Glamorization/ gratuitous depiction of dirty dozen content	Dramatic depiction and topical news coverage of dirty dozen content	Educational, informative, scientific or documentary treatment of dirty dozen content	• Endemic • Target relevant • Related interests • Local interest • Professional interest

Brand Safety Floor Dirty Dozen

*Obscenity & profanity, illegal drugs, spam/harmful content, terrorism, tobacco/e-cigarettes/ vaping, sensitive social issues/violations of human rights, adult & explicit sexual content, arms & ammunition, crime & harmful acts to individuals and society, death or injury, IP piracy, hate speech and acts of aggression, military conflict

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Contextual Brand Safety = Zero Tolerance for advertising placed adjacent to harmful content – but that is not always zero risk.

- What is our risk profile for brand safety?
- What do we do with publishers who will not comply?
- How do we align our internal KPIs with higher quality inventory?
- What do we need to do to implement these changes?
- What communications do we have on brand safety and accidents?

Programmatic Brand Safety

- Trade Directly – publishers, trusted marketplaces, conglomerates
- Mandatory 3rd Party verification technology
- Protect contractually
- Establish clear operational processes
- Have exacting standards (GroupM standard, MRC, CMAC, IAB, JICWEB, TAG etc)
- Educate, educate, educate – staff, clients, public on risks and mitigation

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Data Privacy and Compliance



Interrogation of third party audiences and data vendors



Transparency to consumers



Good Tag Management



Changing nature of issues with the rise of IoT and 5G tech

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Ad Fraud

"Impressions that result from an intentionally deceptive practice designed to manipulate legitimate ad serving or measurement processes or to create fictitious activity that leads to inflated counts."

Nominal estimates for potential fraud range USD 7-42bn, likely around 23bn

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Ad Fraud

General Invalid Traffic, from industry crawlers and bots, can be filtered

Sophisticated Invalid Traffic from fraudsters, requires more effort

More around desktop but rapidly increasing on mobile traffic

Largest proportion from China due to its ecosystem

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Growing Mobile Fraud that impacts Asia & Indonesia

DEVICE	BOT FRAUD	APP/SITE FRAUD	OTHER DEVICE FRAUD
Desktop	45%	7%	48%
Mobile App	11%	54%	35%
CTV/OTT	86%	6%	8%

Source: DoubleVerify Global Norms

7 Must Do Things:

About fraud that marketers must insist on

- Work direct with publishers, PMPs and trusted marketplaces, TAG certified
- Partner with best in breed technology (Moat, IAS & DoubleVerify etc), pre bid and post bid
- Insist on make goods, contractually
- Remove untrustworthy sources of inventory
- Ensure campaign level optimisation addresses click clusters & known proxies
- Mandatory inclusion and exclusion lists for programmatic
- Weekly human vetting to review URL masking, domain checks, traffic spikes, referral traffic and domains with low attribution to results

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The View on Viewability

Media Rating Council, Inc.

- Display ad
  50% visible 1sec+
- Video ad
  50% visible 2sec+ played

groupm

- Display ad
  100% visible 1 sec+*
- Video ad – Reach Extension
  100% visible 50% duration (capped at 15s) **+** sound on **+** user initiated play
- Video ad – Native
  100% visible 50% duration (capped at 15s) **+** No Sound
- Social Newsfeed Video Ad
  100% visible, **50%** duration (capped at 15s) **+** No Sound

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Our Journey So Far

2016-17

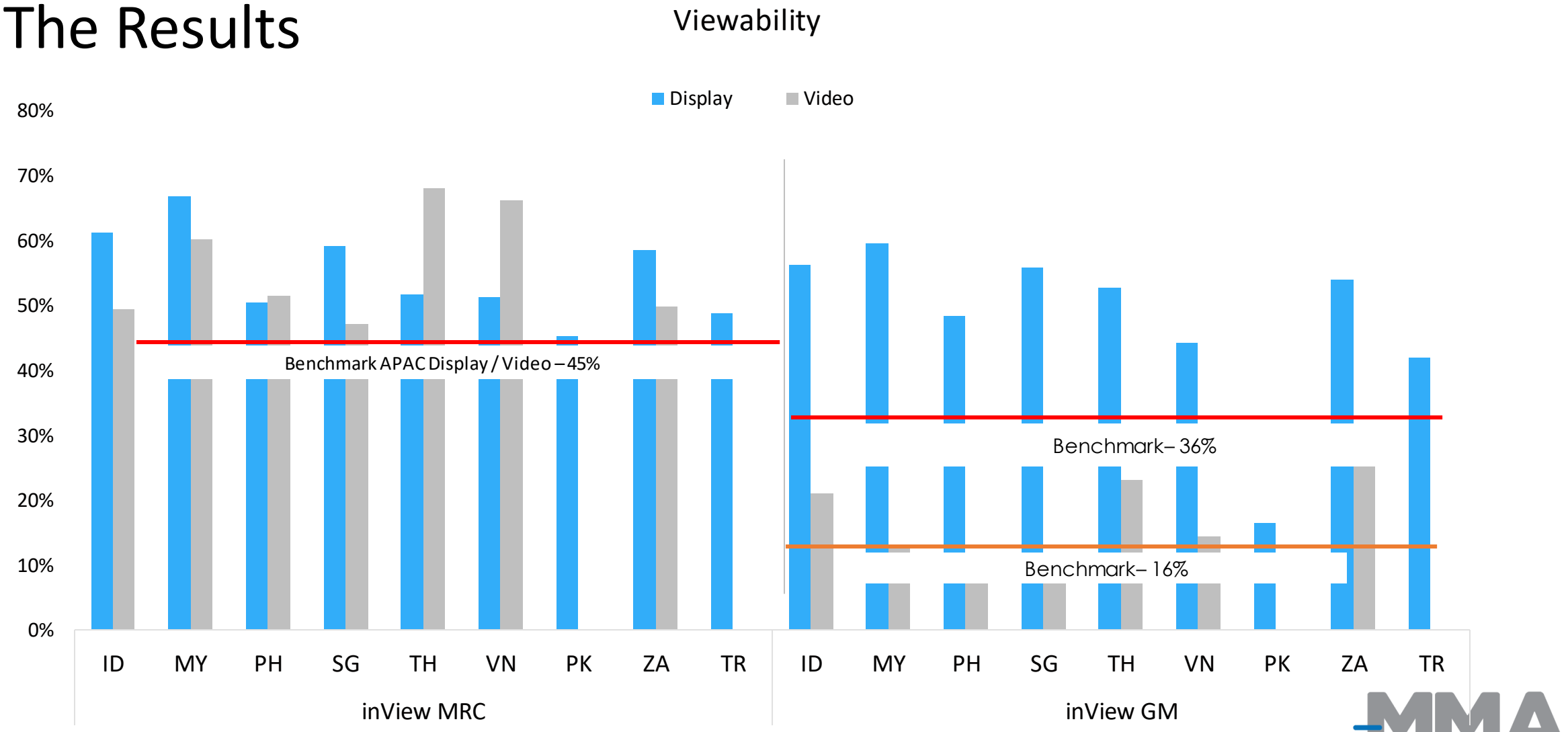
- MRC standard for optimisation
- MOAT integration
- Largest in app supplier reporting on viewability
- Testing and refining on ad fraud and brand safety

2018-19

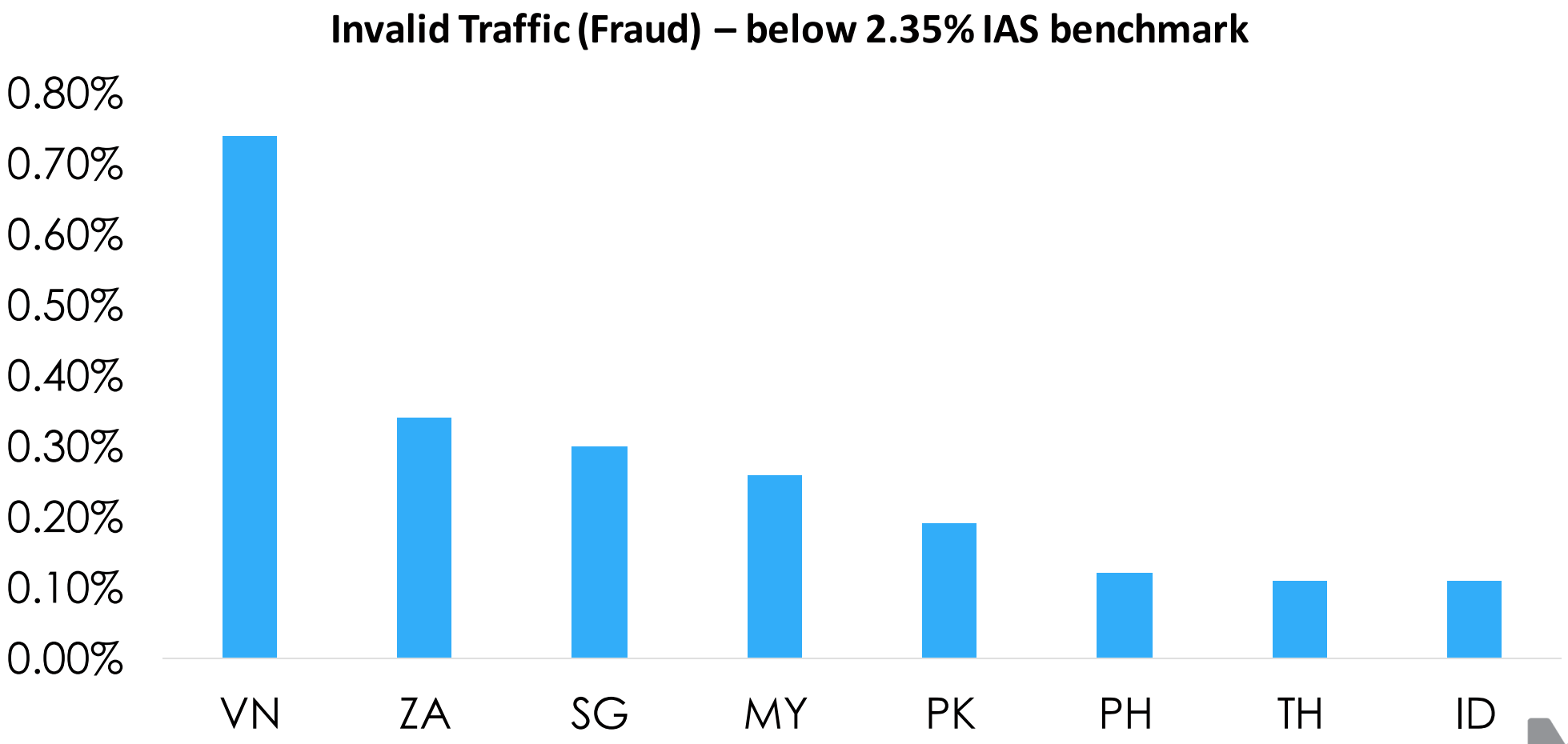
- GroupM standard for optimisation
- Trading intro on vCPM starts
- Detailed guidelines on ad fraud and brand safety
- Outstream viewability stated
- Top two in app suppliers on viewability

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The Results


Viewability
Display
Video
80%
70%
60%
50%
40%
30%
20%
10%
0%
Benchmark APAC Display / Video – 45%
Benchmark– 36%
Benchmark– 16%
ID
MY
PH
SG
TH
VN
PK
ZA
TR
inView MRC
inView GM

The Results



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“Do what is morally good because anything else is contrary to reason”
– Immanuel Kant

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THANK YOU

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