How To Use Programmatic To Keep Your Brand Safe In The Era Of Fake News And Ad Fraud

Michael Kim, Senior Director Product, Programmatic
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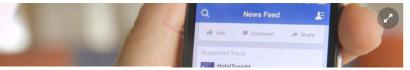
Today's media headlines

P&G issues call to arms to ad industry over 'antiquated' media buying

P&G's chief brand officer Marc Pritchard has called for the industry to join the company's efforts to "clean up the media supply chain" and improve areas such as viewability, ad fraud and measurement.

By Leonie Roderick 30 Jan 2017 5:25 pm

Will Facebook chip away at its walled garden to restore advertiser trust?

By The Drum Reporters - 31 January 2017 07:00am

15 Shares

News Feed
Like   Comment   Share
Suggested Travel
HotelTonight

How Brands Demanding Safety Could Curtail YouTube Ad Sales

By Garett Sloane. Published on March 20, 2017.

ARF The Advertising Research Foundation
Be the first to drive
cutting edge research for
The ARF Drive Au
Marketing Effective
PRESENTED BY A

Technology

Mobile web usage overtakes desktop for first time

f share

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Latest concerns in digital media

Digital media can be challenging

AD FRAUD

- ● ALL BUY TYPES
- ● PROGRAMMATIC
- ● PUBLISHER DIRECT

OPTIMISED AGAINST AD FRAUD

0% 0.3% 0.6%   5%

0.2%

NON-OPTIMISED

0%   5%

1.0%   4.9% 4.9%

BRAND RISK

Moderate to Very High Risk

ALL BUY TYPES

6.8%

PROGRAMMATIC

6.9%

PUBLISHER DIRECT

5.8%

VIEWABILITY

In view per the MRC standard

ALL BUY TYPES

49.9%

PROGRAMMATIC

46.8%

PUBLISHER DIRECT

62.9%

Source: IAS H2 2016 UK Media Quality Report

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Digital media can be challenging - globally

AD FRAUD
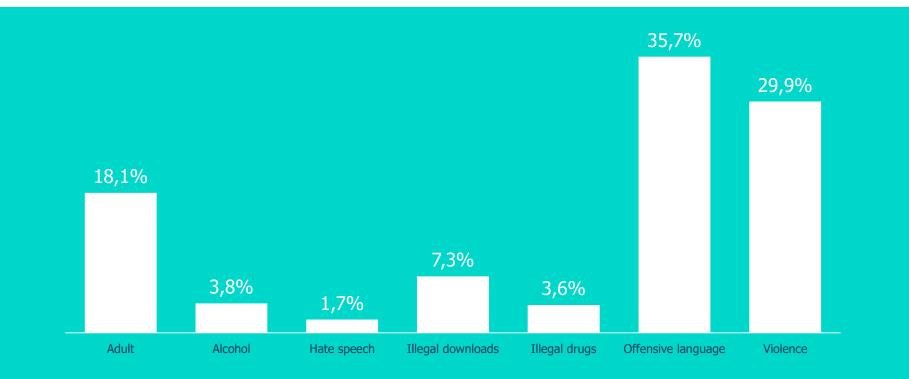
ALL BUY TYPES

	0%		16%
AU	0.1%	2.9%	
CA	0.6%		15.5%
FR	0.1%	2.8%	
DE	0.2%	5.1%	
UK	0.3%	4.9%	
US	1.6%	13.2%	

OPTIMISED — NON-OPTIMISED

BRAND RISK

ALL BUY TYPES — Moderate to Very High Risk

AUSTRALIA	CANADA
5.0%	4.8%
FRANCE	GERMANY
3.4%	5.3%
UNITED KINGDOM	UNITED STATES
6.8%	8.6%

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Example of brand safety risk by category

H2 2016 brand risk by category in programmatic

Category	Value
Adult	18,1%
Alcohol	3,8%
Hate speech	1,7%
Illegal downloads	7,3%
Illegal drugs	3,6%
Offensive language	35,7%
Violence	29,9%

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Verification unlocks the full potential of digital

Helping you solve digital's top challenges

Verify

That every impression has the opportunity to be effective

IAS Integral Ad Science

Media quality data enables you to invest in digital with confidence and influence consumers

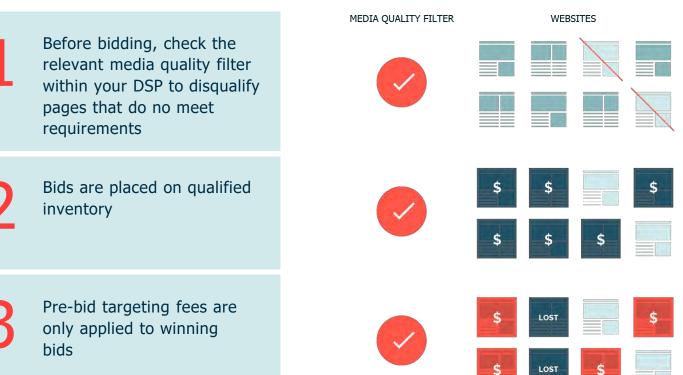Brand Safety

Viewability

Ad Fraud

Predictive targeting: bringing transparency to programmatic

- Apply media quality data before bids are ever placed

- Predictive targeting segments for display and video, desktop and mobile

- Real-time reporting to measure impact and adjust targeting strategies as needed
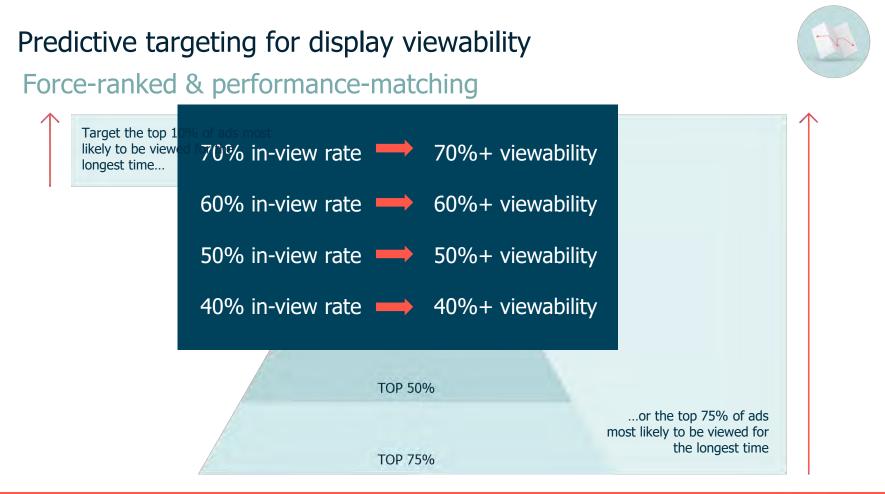
Predictive targeting: how it informs RTB

MEDIA QUALITY FILTER	WEBSITES	THE BID

1 — Before bidding, check the relevant media quality filter within your DSP to disqualify pages that do no meet requirements

2 — Bids are placed on qualified inventory

3 — Pre-bid targeting fees are only applied to winning bids

Predictive targeting for display viewability

Force-ranked & performance-matching

Target the top 10% of ads most likely to be viewed for the longest time...

70% in-view rate ➡ 70%+ viewability

60% in-view rate ➡ 60%+ viewability

50% in-view rate ➡ 50%+ viewability

40% in-view rate ➡ 40%+ viewability

TOP 50%

TOP 75%

...or the top 75% of ads most likely to be viewed for the longest time

Predictive ad fraud prevention
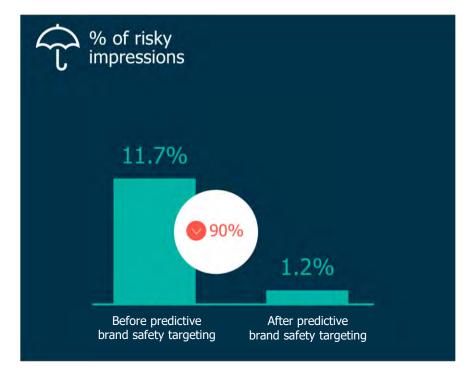
Big data and session-based analysis data to create effective segments

Behavioral and network analysis

Browser and device analysis

Greater coverage	Accuracy	More precise
Quick response	New threats	Complete removal
Secure methodology	Risk/rewards	Instantaneous

IT manufacturer: 90% decrease in brand risk

- By using predictive brand safety targeting, risk impacted only 1% of total campaign delivery

- 3.8M more brand safe impressions, equivalent to an 12% increase in brand safety percentage

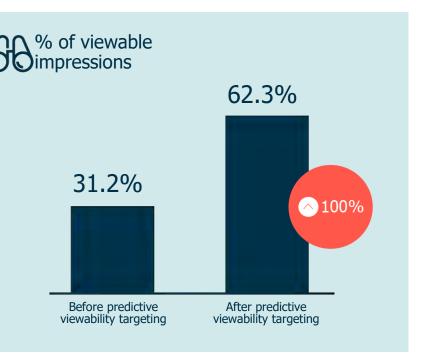# Retailer: 100% increase in viewability

- Predictive viewability targeting doubled the viewability percentage to 62.3%, ensuring that nearly 2 out of every 3 ads were in view

- 48% decrease in viewable CPM

- Prevented 1.4 M bids on non-viewable impressions

% of viewable impressions

62.3%

31.2%

100%

Before predictive viewability targeting

After predictive viewability targeting

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Predictive video viewability targeting
- Performance matching

- Target based on viewability goals

- Each video viewability segment matches your viewability goals
  - 40%/ 50% / 60% / 70% in-view rate

- Real-time performance data including:
  % in view at each quartile
  % completed at each quartile
  % muted
  % expanded

Verification data is available with all your programmatic partners

Integral Ad Science has the largest footprint of integrations with the leading programmatic partners

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The new challenges of marketing – key take aways

1
Partner with verification providers

2
Comprehensive quality targeting

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Any questions?

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Appendix
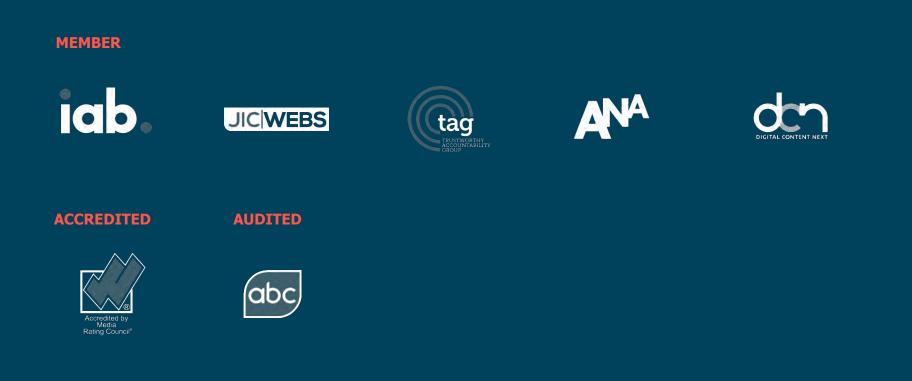
The growth of verification

Founded
2009

400+
Employees worldwide

We measure real-time media quality metrics

500 Billion
times per day

New York City / Austin / Berlin / Boston / Chicago / Detroit / Fairfax / Hong Kong / London / Los Angeles / Madrid
Melbourne / Milan / Paris / San Francisco / Seattle / Singapore / Stockholm / Sydney / Tokyo / Toronto

INVESTORS

- August Capital
- Pelion Venture Partners
- Atlas Ventures
- Sapphire Ventures

AWARDS

i-com
SMART DATA AWARDS

Inc. 5000
CRAIN'S 2015
best places to work in NYC

THE STEVIES

CERTIFIED

Accredited by Media Rating Council®

AUDITED

abc

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Verification is a global industry effort

MEMBER

ACCREDITED

AUDITED

IAS Integral Ad Science

Brand safety: only the right context to fit your brand

- Ensure your ads appear alongside appropriately-aligned content

- Rely on our dynamic, page-level scoring to verify the level of safety next to your ads

- Avoid off-brand associations and decrease regulatory concerns

- Use predefined content categories or customise requirements by:
  - Keywords
  - Site lists
  - Risk thresholds

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Ad Fraud: reach humans, your real customers

- Verify your media investment is being spent correctly on impressions that are served by real publishers, and shown to real humans

- Work with technology that includes big data analysis, and session-based analysis

- Real-time blocking of General and Sophisticated Invalid Traffic in accordance with the MRC Guidelines

- Use anti-fraud pre-bid targeting segments within your demand-side platform
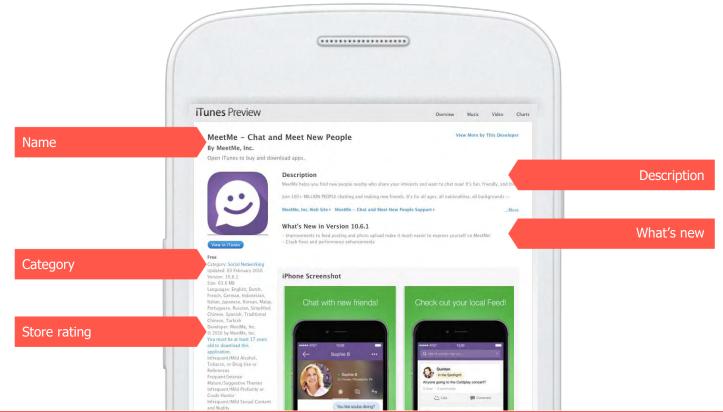
Page-level analysis for precision and accuracy

URL analysis

Inbound/Outbound links

Semantics analysis

Metadata analysis

In-depth mobile in-app analysis

Name

Description

What's new

Category

Store rating

Pre-bid brand safety for mobile in-app

- First-of-its-kind capability

- Avoid risk caused by inappropriate adjacencies, regulatory concerns and off-brand associations

- Choose your risk level: exclude apps rated for moderate risk OR moderate and high risk

- Available on AppNexus

RISK CATEGORIES

- ADULT CONTENT
- ALCOHOL CONTENT
- GAMBLING
- ILLEGAL DOWNLOADS
- ILLEGAL DRUGS
- OFFENSIVE LANGUAGE
- VIOLENCE

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