# UK Good Practice Principles certificate

JICWEBS ANTI AD FRAUD — VALID TO: abc JANUARY 2019

Company: Havas Media Group
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| Business/Brands verified: | Havas |
| Service provided: | Advertising Agency, Agency Trading Desk (ATD) |
| Month of verification: | December 2017 |

## Findings

| | Good Practice Principles | Description of compliance with the Principles |
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| 1 | Educate yourself about traffic fraud and the risks that it poses to your business | Havas Media have strong relationships with key industry bodies and vendors. They receive monthly newsletters from relevant companies such as Integral Ad Science (IAS). In addition to this, regular review meetings are held with key stakeholders and vendors. These include IAB meetings with Havas Media to update on current digital marketplace events as well as specific ad fraud updates. Quarterly reviews with ad-verification vendors such as IAS are also held.<br><br>All Havas Media staff are required to complete internal training courses that cover digital marketing practices and there are dedicated lessons for Inventory Qualification and Ad Fraud. Sessions on Ad Fraud are mandatory for all employees. Training is tailored to staff needs dependant on their role within the company and individual buying departments have bespoke channel training on best practices to prevent fraud.<br><br>Employees receive regular updates from internal departments such as the Programmatic team who communicate the latest ad fraud measures taken. Areas covered include malware, mobile security, types of fraud, bots, identifying fraud and methods to protect from fraud.<br><br>Training is conducted throughout the year and updated as required due to changes or new developments in ad fraud.<br><br>Havas Media have an internal training team that facilitate training and can track who has completed training meetings/courses. |

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| **2** Adopt policies and strategies to identify fraud and mitigate its impact | For Programmatic buying, Havas Media detail their policies and strategies within their internal ad quality document which details a three stage approach: Default; Customised; and Blocking.<br><br>The approach which is applied to all programmatic campaigns as default includes the following ad fraud strategies:-<br>• Global & Local Blacklists<br>• Exclusion of non-transparent URLs<br>• Page Quality E.g. Above the Fold, Fraud, Zero Ads, Safe from Torrents and Bot Sites<br>• Media Quality Barometer - Quality scoring<br>• 3rd party post-bid monitoring such as IAS, Peer 39, Grapeshot<br><br>For a Customised approach, if a client has particular sensitivities, these can be added to the Default Approach i.e. customised pre-bid filtering, whitelists etc. Any additions are done on an opt-in basis.<br><br>For a Blocking approach, in addition to the pre-bid filtering used in the Default and Customised Approaches, Clients can block their ad from appearing even after they win in the bidding process through the use of 3rd party ad verification providers.<br><br>For Direct/Managed services where the client has agreed the use of a 3rd party ad verification tool, Havas Media will recommend and use a vendor such as IAS to exclude suspicious activity, non-transparent URLs, bot traffic segments, domain spoofing. Other third party verification tools can be used in conjunction. Any blocked URLs are investigated and blacklisted if appropriate.<br><br>For Direct/Managed services where the client has not agreed the use of a 3rd party tool, Havas Media use tools via direct partners and also have a strict vetting process which is described in their Havas Media Group Media Quality and Best Practices 2017 document.<br><br>Havas Media can also leverage supplier tools and processes to analyse and score traffic according to the likelihood of fraud. For example use Moat (3rd Party ad verification provider) to measure Invalid Traffic Metrics, Human metrics and Human Impressions and late night rate amongst many others. Other tools such as IAS and DoubleVerify are used.<br><br>Havas Media review the published ad fraud policies of social media platforms used for Socialyse campaigns to review whether these comply with Havas policies to an acceptable level. Due to technical ability of the platforms there are some exceptions. |

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| | Policies are updated quarterly in response to market developments e.g. updated IAB standards, technology advancements etc.<br><br>Havas Media review monitoring/block reports for ad fraud on a weekly basis to identify any red flags which are then queried with the relevant media owner.<br><br>*All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.* |
| **3** Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify. | Campaign objectives are agreed by way of Insertion Orders (IO's).<br><br>The majority of campaign are measured and optimised to a campaign action such as site engagement e.g. signing up for an account.<br><br>Common objectives include Cost per click (CPC), Click through rate (CTR), Cost per action (CPA), Return on investment (ROI), Cost per view (CPV), viewability, brand uplift, engagement rate, footfall, and reach.<br><br>All campaigns are monitored on a daily and weekly basis to ensure that objectives are met. Monitoring includes 3rd party tools such as Doubleclick, Integral Ad Science, Moat, Double Verify, DSP interfaces.<br><br>Havas Media review ad fraud reporting against industry benchmarks and share results with all media owners to ensure that objectives are being met and that media is optimised away from any potential fraud.<br><br>Wider campaign objectives such as completed views, sales on-site, lead generation, positive sentiment and engagement are also reviewed to help reduce potential fraud. At the end of each campaign, an end of campaign report is run. These detail statistics for the campaign such as impressions served, performance indicators, industry benchmarks etc. |
| **4** Practice safe sourcing and trust only business partners who have earned trust | Havas Media have a document entitled The Havas Media Group Media Quality and Best Practices 2017 which describes a checklist of questions that HMG ask new Media Owners, e.g. they are asked to specify their ad fraud and brand safety technology used, whether it is JICWEBS standard compliant, whether they have been verified by comScore etc.<br><br>For Social campaigns, Havas Media only work with large-scale, top social media platforms such as Facebook and Twitter, whose platform policies they have verified. ComScore / UKOM are used to verify audience sizes against social network statistics as well as cross checking integrations/compatibility with IAS and Moat. |

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| | Havas Media conduct both automated and human on-going monitoring. For programmatic and managed buys this is usually a 3rd party tool such as IAS monitoring and reporting, where alerts will be setup to flag any incidences. For social this is a customised platform software detection.<br><br>Human monitoring is applied either by the trading teams or by social platform teams on behalf of Havas Media, as well as user flagging via the platform. |
| **5** Implement technology to detect and prevent fraud | Havas Media ensure that all media whether bought through a managed service or programmatic uses technology and practices to detect and prevent non-human traffic. This includes the following tools as default which are integrated into each buying platform:<br>(1) Pre-bid: Peer 39 and IAS segments<br>2) DSP level: Non -transparent URLs blocked<br><br>Havas advise all clients on the use of post bid blocking solutions including IAS.<br><br>In addition Havas Media also recommend the use of client specific tools/packages to help to provide a double filter of safe guarding. Havas Media recommendation is based on the clients need but the most common tool used is Integral Ad Science which allows for as standard:<br>(3) post bid fraud protection.<br><br>Clients are able to customise the pre-bid approach with custom blacklists on request.<br><br>On a case by case basis, Havas Media can apply further 3rd party ad fraud tools such as Moat, and DoubleVerify. |
| **6** Filter traffic through vendors who prioritise fraud detection | Havas Media vet all publishers prior to be being added to their network (see GPP4) and use third party ad verification tools such as IAS and Peer 39 pre bid on all campaigns (see GPP5) |

## Verified by

Company: ABC Ltd
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HP4 1AD

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| Statement of verification provider: | We have reviewed Havas Media Limited's policies and procedures for reducing risk to exposure to ad fraud in accordance with the JICWEBS Good Practice Principles. Our enquiries were designed to independently confirm that the anti-fraud policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad fraud.<br><br>In our opinion, at the time of our review, Havas had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles. |

## About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

## About the JICWEBS Anti-Ad Fraud Commercial Group

The Anti-Ad Fraud Commercial Group is an industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. It comprises representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.