

# UK Good Practice Principles certificate



Company: Inskin Media Ltd  
 233 High Holborn  
 London  
 WC1V 7DN  
<http://www.inskinmedia.com>

Business/Brands verified:	Inskin
Service provided:	Advertising Network
Month of verification:	September 2017

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> Educate yourself about traffic fraud and the risks that it poses to your business</p>	<p>Inskin use multiple channels to keep the organisation informed about issues / advancements regarding ad fraud detection.</p> <p>Staff members attend industry events such as IAB events and JICWEBS Town Hall meetings, and subscribe to newsletters from JICWEBS and ad verification providers. Inskin also actively participates in JICWEBS Technical and Commercial Group meetings.</p> <p>Weekly commercial meetings are held during which the latest industry, trade and research news are presented to staff. Inskin staff also partake in a weekly Inskin United (ISU) meeting, which is a platform for general company updates from each department.</p> <p>All staff training is internal. New staff at Inskin receive an induction including a dedicated training package which covers ad fraud and uses available JICWEBS materials. Examples of training content include: how ad fraud affects the ecosystem, best practices on how to reduce ad fraud, and direct measures that Inskin takes to identify invalid traffic.</p> <p>Inskin also have an internal "Knowledgebase" system where articles and documents are held which give information on ad fraud. This is accessible to all staff.</p>

Good Practice Principles	Description of compliance with the Principles
<p><b>2</b> Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Inskin's policy and strategy to identify and mitigate ad fraud is detailed in their Anti Ad Fraud process document, held on their internal "Knowledgebase" system. The document also includes links to further documents such as Moat Invalid Traffic (IVT) Metrics (defines metric definitions), and Network Monitoring Tool Usage Guide (outlines use of proprietary tool that monitors every site for metrics such as high CTR and viewability).</p> <p>Inskin use a multi-layered approach to detect and filter Invalid Traffic (IVT):</p> <ol style="list-style-type: none"> <li>1. Monitoring (3rd-Party): Every impression served by Inskin carries the Moat tag, which enables them to deploy Moat's IVT tracking technology across their network. Both General IVT (Spiders, Excessive Activity, Data Centre Traffic) and Sophisticated IVT (Invalid Proxy, Automated Browser, Incongruous Browser) are detected by Moat on a network, campaign and site level.</li> <li>2. Filtration (3rd-Party): Using IP intelligence provider Digital Element, Inskin have introduced a process that allows them to invalidate ad requests that are associated with data centre traffic, a common form of General IVT.</li> <li>3. Filtration (proprietary): Inskin have introduced a proprietary tool for suspicious traffic filtration. Providing an additional verification layer, this tool registers IP addresses from impressions where there have been multiple clicks within a second or a high number of clicks on a single impression. The tool logs the IP to a database which Inskin's Integrations team use to identify repeat offenders. Upon identification of repeat offenders, these IPs get added to the firewall.</li> </ol> <p>Inskin's Brand Safety Policy also details some anti ad fraud processes such as vetting, blacklists and whitelists and is located publicly on their website at <a href="http://www.inskinmedia.com/brand-safety.html">http://www.inskinmedia.com/brand-safety.html</a></p> <p><i>All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.</i></p>
<p><b>3</b> Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.</p>	<p>Campaign objectives are agreed by way of Insertion Orders (IO's).</p> <p>All Inskin campaigns are sold on a CPM (cost per 1000 impressions) basis. Campaign objectives are agreed and shared with Inskin prior to the start of the campaign.</p> <p>All campaigns are run on Inskin's whitelist of approved sites.</p>

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	<p>Monitoring of campaign objectives is achieved via reporting from Moat, network monitoring, Digital Element filtration, and proprietary filtration.</p> <p>These reports identify levels of Invalid Traffic (IVT) at campaign and site level, so that any high instances can be investigated, and appropriate action taken such as blocking IP addresses.</p> <p>At the end of each campaign, an end of campaign report is run which is sent to the client. These detail statistics for the campaign such as impressions served, performance indicators, industry benchmarks etc.</p>
<p><b>4</b> Practice safe sourcing and trust only business partners who have earned trust</p>	<p>Inskin's Publisher Services team vet all publishers against a set of criteria which include anti ad fraud principles, prior to adding them to the whitelist.</p> <p>In order for a publisher to be added to the Inskin network, sites are vetted on a range of factors, including: high quality of editorial content, compliance to Inskin's brand safety policy, minimum page impression volumes and guarantee of no syndication of Inskin placements to 3rd-Party sites or outside the permitted publisher site list. Publishers must be individually selected and vetted by Inskin's Publisher Services Team only. Additionally, all newly onboarded publishers must demonstrate steps taken to combat ad fraud.</p> <p>Monitoring is conducted using a multi-layered approach to detect and filter Invalid Traffic by using Moat, filtration using third party Digital Element, and using Inskin's internal proprietary tool as mentioned in GPP2.</p> <p>When a new site is added to the whitelist, the whitelist itself is checked to ensure sites are still considered to be appropriate.</p>
<p><b>5</b> Implement technology to detect and prevent fraud</p>	<p>Moat, network monitoring, Digital Element filtration, and proprietary filtration are all used as described in the three step process in GPP2.</p> <p>If a client requests the use of another 3rd party verification tool such as Integral Ad Science (IAS), Inskin will enable its use.</p>
<p><b>6</b> Filter traffic through vendors who prioritise fraud detection</p>	<p>Inskin vet all publishers prior to being added to their network (see GPP4) and use third party's MOAT and Digital Element along with their own internal tool on all campaigns (see GPP5).</p>

## Verified by

Company: ABC Ltd  
 Saxon House,  
 211 High Street,  
 Berkhamsted,  
 Hertfordshire.  
 HP4 1AD



Statement of verification provider:

We have reviewed Inskin’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. In our opinion, at the time of our review, Inskin 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.