UK Good Practice Principles certificate

JICWEBS ANTI AD FRAUD
VALID TO: abc SEPTEMBER 2018

Company: Nano Interactive
26 Finsbury Square
London
EC2A 1DS
http://www.nanointeractive.com/

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

Findings

	Good Practice Principles	Description of compliance with the Principles
1	Educate yourself about traffic fraud and the risks that it poses to your business	Nano Interactive employees are encouraged to keep up to date with ad fraud developments through the trade press and by subscribing to key industry newsletters. Newsletters subscribed to include IAB, AppNexus, IAS, Digiday and Mobile Fix. Content includes ad fraud developments. The content of newsletters subscribed to are shared at bi weekly "Powwow" meetings which are the basis of training and discussion. All training is internal.
2	Adopt policies and strategies to identify fraud and mitigate its impact	The majority of campaigns are run through two DSPs, both of which audit inventory using both manual and automated processes. Nano has agreements with the DSPs to carry out this service and has reviewed the DSP policies to audit inventory. The DSP's filter data for ad fraud and report back to Nano Interactive on each campaign on anomalies such as invalid impressions or invalid clicks. Nano also do their own checks on sites, manually checking for suspicious traffic, and high click through rates (CTR). Each campaign is monitored by the Ad Ops team at Nano Interactive on a daily basis. If the CTR is too high, or if suspicious activity is identified Nano Interactive contact the DSP to discuss. If potential ad fraud is confirmed the site is added to the blacklist to prevent serving on that environment again Nano Interactive have a detailed blacklist process document in place.

Good Practice Principles	Description of compliance with the Principles
	When Nano Interactive deal direct with publishers, they use Search Engine Optimisation tools (Majestic) to identify the origin of the traffic and test for domain spoofing. The method of targeting itself is also a control over ad fraud as the user has to search for a specific keyword. The ad won't serve unless a keyword is submitted. Nano Interactive's Brand Safety Policy also details some ad fraud processes such as vetting, 3rd party content verification, blacklists and whitelists and is located publicly on their website at http://www.nanointeractive.com/brand-safety/ 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 client led and based on the client's communications objective as discussed with the client via phone and email. Campaign objectives are set through Insertions Orders (IO's). Objectives vary by clients but are mostly CPM (Cost per Mille), CPA (Cost per action), and occasionally CTR (Click through rate). The most common being campaigns are based on CPM. If CTR is used this is a KPI fixed for the advertiser, fluctuations are monitored and the KPI is benchmarked against acceptable levels. The client receives weekly reporting on their campaign and once the campaign is over a Nano Account Manager creates a Post Campaign Analysis (PCA) report.
4 Practice safe sourcing and trust only business partners who have earned trust	Nano Interactive use inventory from two DSPs and a few vetted publishers. Nano has agreements with the DSPs to filter and audit inventory and has reviewed the DSP policies to do this. For the publishers partnered with directly, Nano Interactive has a vetting process, including a checklist of nine steps that need to be completed before accepting a new publisher. Steps include checking whether the site has publicly accessible privacy policies, cookie policies, and terms and conditions, running the Majestic tool to see the origin of traffic and test for domain spoofing, checking for traffic growth reasons, checking if content is regularly updated, the page is free of ad clutter, and whether 3rd party CV tools are used. Nano Interactive regularly check for anomalies and raise any queries with the DSP as mentioned in GPP 2.
5 Implement technology to detect and prevent fraud	It is the partner DSPs that use technology to filter data for ad fraud and report back on the campaign level as invalid impressions or clicks. When Nano Interactive deal direct with publishers they use Search Engine Optimisation tools (Majestic) to see the origin of the traffic and test for domain spoofing.

	Good Practice Principles	Description of compliance with the Principles
6	Filter traffic through vendors who prioritise fraud detection	Nano Interactive vet all publishers prior to be being accepted (see GPP4) and use DSP's ad fraud detection and Majestic tools along with their own internal checks on all campaigns (see GPP5)

Verified by

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

Statement of verification provider:	We have reviewed Nano Interactive'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, Nano Interactive 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.