UK Good Practice Principles certificate

JICWEBS ANTI AD FRAUD — VALID TO: abc AUGUST 2018

quantcast®

Company: Quantcast
189 Shaftesbury Avenue
London
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https://www.quantcast.com/

Business/Brands verified:	Quantcast
Service provided:	Demand Side Platform (DSP)
Month of verification:	June 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	Quantcast keeps up to date on ad fraud advancements through different channels such as, JICWEBS town hall meetings, ad verification vendors' newsletters and webinars/seminars. All new starters attend a mandatory Core Product Training course. This includes a module entirely dedicated to ad fraud and brand safety. This covers what ad fraud is and what Quantcast do to prevent it. Details of staff completing the Brand Safety & Anti Ad Fraud training is held within the Quantcast deck portal which is used to track Core Product Training attendance log and test results Anti Ad Fraud training is tailored to the individual employees needs from basic understanding through to in depth knowledge of how to implement the anti ad fraud measures / processes on campaigns. Quantcast have an entire training library section on Ad Fraud and Brand Safety within their internal wiki portal and internal product FAQs. All staff can access this. There is a weekly update notification from the Product Marketing team in London regarding any fraud updates.

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2 Adopt policies and strategies to identify fraud and mitigate its impact	Quantcast identify ad fraud mitigation measures in their Brand Safety Policy located on their website https://www.quantcast.co.uk/brand-safety/. This states: …"We take fraud prevention very seriously and devote a lot of our resources to ensure each and every ad campaign is running in non-fraudulent inventory. We leverage our data processing capabilities and the global footprint of our Quantcast Measure product to detect and eliminate fraud for both advertisers and our publisher partners. Our dedicated teams use a range of techniques to analyse and score traffic according to the likelihood of fraud. These analyses draw upon our unique visibility on every internet user, enabling our algorithms to detect the difference in behavioural patterns between human and non-human traffic." Quantcast have a bi-fold approach to ad fraud, proactive and reactive. The proactive approach where their team of engineers and data scientists filter traffic pre-bid based their own proprietary models for detecting bid-time features that correlate highly with data centre traffic and suspicious/non-human activity. Where problematic domains are identified these are blocked. The reactive approach where Quantcast work with 3rd party ad verification companies like Integral Ad Science and Double Verify post bid to analyse questionable and non-human traffic and update their global blacklist accordingly to prevent incidents from these sources occurring again. Quantcast investigate take down requests for fraud reasons through their internal ticketing system where all take down requests for fraud and brand safety are recorded. This system generates alerts when the action has been taken and the ticket is closed/resolved.
3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	Quantcast campaign objectives are agreed with their buyers and set out in a "Statement of Work". Campaign objectives vary between clients but can include performance objectives of, Cost Per Acquisition / Action (CPA), Click Through Rate (CTR) or Return On Ad Spend (ROAS) and brand awareness objectives of CTR, Reach, Site Visits and Viewability. Where CTR metrics are used these are monitored closely against benchmarks to identify higher than average rates. For Response campaigns Quantcast's technology will auto-optimize to a target cost per action, which is usually set at the cost at which it is profitable for the client to generate a new customer or a fixed ROI.

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	Brand campaigns are led by Quantcast buyers. Quantcast's technology will deliver against awareness objectives measured by metrics such as site visits, demographic accuracy validation by third party validation tools (e.g. Nielsen), brand awareness or uplift surveys. Campaigns are monitored daily, the Quantcast internal campaign dashboard provides the customer teams daily updates on campaign performance and delivery. Quantcast also have a specific inventory quality dashboard that the engineers within the fraud team review on a daily basis to tackle any potential fraudulent issue.
4 Practice safe sourcing and trust only business partners who have earned trust	Quantcast pre vet new sources of inventory initially by asking questions including whether they use external partners to detect fraud, what policies they have regarding fraudulent publishers and how many publishers they discontinued working with in the last month/year. Quantcast apply a measurable vetting/testing process during the integration of a new inventory source. Quantcast run quality checks on inventory quality to determine if it looks questionable / non-human. Quantcast also run the campaigns using a 3rd party ad verification vendor to validate fraud rates. The testing phase is conducted before any commercial campaign is enabled to use the new inventory supply source. After the successful integration, the quality of a supply source is continuously monitored by processes run by Inventory Quality team which reviews data centre traffic, and suspicious/non-human activity by exchange, publishers and domain. Quantcast maintain an internal blacklist of over 30,000 sites that they do not buy inventory from.
5 Implement technology to detect and prevent fraud	Quantcast filter-traffic pre-bid based on their own proprietary models for detecting bid-time features that correlate highly with data centre traffic, and suspicious/non-human activity. Quantcast monitor activity such as publishers with high fraud rates or suspicious activity, using the tools that their video vendor (MOAT) can measure. This includes; Invalid Traffic Metrics, Human metrics and Human Impressions and late night rate amongst many others. Quantcast also use the vendor tools "The AdSafe Firewall" by Integral Ad Science and "DV Digital Impression Quality – Real-Time Ad Blocking" by DoubleVerify for identification and blocking/firewall of non-human traffic (together with brand safety) and blocking technology post bid at the buyer's request.

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6	Filter traffic through vendors who prioritise fraud detection	Quantcast use Integral ad Science, Double Verify and MOAT products on campaigns. See GPP5. Quantcast have an intensive vetting and testing process before inventory sources are integrated into their systems. See GPP4.

Verified by

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Statement of verification provider:	We have reviewed Quantcast'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, Quantcast 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.