

UK Good Practice Principles certificate



SOVRN

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Business/Brands verified:	Sovrn
Service provided:	Supply Side Platform (SSP)
Month of verification:	August 2017

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 Educate yourself about traffic fraud and the risks that it poses to your business</p>	<p>Sovrn are members of the Coalition for Better Ads and receive weekly updates for industry news.</p> <p>Sovrn actively participate in the Trustworthy Accountability Group (TAG) working groups: Anti-Fraud, Anti-Malware and Threat Sharing Hub. Sovrn receive communication on industry alerts and updates from TAG and the Internet Advertising Bureau (IAB).</p> <p>All staff training is internal and on a continual basis. All new starters in sales and operations receive a training presentation which includes inventory quality training and gives details of inhuman traffic. Operations go through more extensive training for domain approval procedures.</p> <p>Sovrn have weekly meetings and a newsletter that is used for smaller training sessions and procedural updates.</p> <p>Pixelate have also recently provided training across their updated platform.</p> <p>Sovrn has a collaborative relationship with Confiant (their 3rd party ad scanning vendor). Daily and weekly reporting is sent out internally on ad fraud trends and used to communicate with demand partners.</p>

Good Practice Principles	Description of compliance with the Principles
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Sovrn's policy and strategy to identify and mitigate ad fraud is available publicly in their Clean and Safe Marketplace Policy, found on their website at: http://info.sovrn.com/hubfs/sovrn_Focus_-_A_Clean_Safe_Marketplace.pdf</p> <p>This details a 25 step exam that every publisher goes through in order to be added to the network. Initial checks on every new domain submitted into Sovrn's Meridian platform are:</p> <ul style="list-style-type: none"> • A human check for initial functionality including a review of the domain's IP which is run against Sovrn's IP database to look for any red flags; • Use of third party tools to carry out a check for suspicious domains. Third party tools include Integral Ad Science Raw Score API, Similar Web, Picalate, Copyscape and Whols.net; • Content examination of the site to review for: <ul style="list-style-type: none"> - user engagement on the domain and the site's affiliated social media channels - the site does not contain copied content - the site has a history of quality, dated content for at least 4 months - site wide analytics such as bounce rate and time indicate human behaviour, and - any ads on the site already do not contain pop-under redirects or malicious units. <p>Sovrn additionally carry out double human verification, where a domain enters the whitelist only if it's been approved by two Operations Specialists.</p> <p>All Sovrn campaigns run on their list of approved inventory sources (whitelist) and a domain and IP blacklists are maintained.</p> <p>Following the initial reviews on sites, Sovrn's Traffic Quality Analysts regularly monitor traffic using Integral Ad Science, Picalate, and ForensiQ. Sovrn also conduct quarterly compliance audits based on a sample of sites.</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>3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.</p>	<p>GPP 3 is not applicable as Sovrn doesn't manage campaigns or objectives.</p>

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<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p>All inventory sources are vetted prior to activation. New inventory sources are added to Sovrn’s whitelist based on internal analysis including double verification and several third party tools. This is mandated in the Sovrn T’s & C’s that every publisher accepts.</p> <p>As part of their vetting process Sovrn vet traffic patterns and user interactions on the vetted site and on social media to identify whether traffic is coming from a legitimate source.</p> <p>Vetting includes human functionality tests, human checks of domain’s IP address against Sovrn’s IP database to identify any red flags, the use of third party tools to check for suspicious activity and fraud (eg SimilarWeb, Pixelate, Integral Ad Science, Copyscape, and Whois.net), further content examination and double verification processes. Mandatory completed checklists document compliance with these checks.</p> <p>Following the initial reviews of sites, Sovrn’s Traffic Quality Analysts monitor traffic using Integral Ad Science, Pixelate, and ForensiQ. Sovrn also conduct quarterly compliance audits based on a sample of sites.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p>Sovrn’s Clean and Safe Marketplace Policy describes measures in place to detect and prevent fraudulent traffic using technology.</p> <p>Sovrn use a variety of tools pre bid and before domains are added to the Sovrn network, such as:</p> <ul style="list-style-type: none"> • Pixelate which scans domains for suspicious traffic and overall quality scores and provides Non-human Traffic (NHT), General Invalid Traffic (GIVT) and Sophisticated Invalid Traffic (SIVT) breakouts. • ForensiQ which is a traffic quality tool that drops a pixel on domains in question to search for a variety of automated traffic. • Copyscape which uses Google as a search provider to detect copied or stolen content. • SimilarWeb which reports on unusual traffic spikes, suspect traffic sources (including a high percentage of link or display traffic), suspicious geo locations, and referral. • Integral Ad Science (IAS) which scan domains across different categories, including suspicious activity. <p>Sovrn also use Confiant, a third party scanning vendor to scan 100% of inventory.</p> <p>Sovrn also use a variety of internal reporting which is used to provide flagging mechanisms for Sovrn to monitor the network.</p>

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6 Filter traffic through vendors who prioritise fraud detection	<p>After integration with the Sovrn network Sovrn constantly monitors traffic using 3rd party partners and tools such as Integral Ad Science (IAS), Pixalate and ForensiQ. Any sites that subsequently fall below IAS scores are blocked from serving until their score meets Sovrn’s minimum level again.</p> <p>Sovrn operate an intensive inventory source vetting and testing process before inventory sources are integrated. See GPP4.</p> <p>Sovrn use a variety of third party tools pre and post bid such as IAS, Pixalate, ForensiQ, and SimilarWeb. See GPP5.</p>

Verified by

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Statement of verification provider:	<p>We have reviewed Sovrn’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, Sovrn had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles.</p>
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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.