

UK Good Practice Principles certificate



Company: agenda21 Digital
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<https://agenda21digital.com/>

Business/Brands verified:	agenda21 Digital
Service provided:	Advertising Agency
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>agenda21 keep up to date on advancements in ad fraud by regularly attending meetings at the Institute of Practitioners in Advertising (IPA) where Pete Robins, co-founder of agenda21 chairs the IPA digital media group, JICWEBS town hall meetings, and bi-weekly meetings with their chosen Anti Ad-fraud vendor, Adloox.</p> <p>agenda21 has an internal training policy that checks all staff have the relevant training to understand and use the technology available to identify and minimise ad fraud.</p> <p>All new members of staff receive training internally and from Adloox on ad fraud with in depth training for the relevant operational teams to develop expertise relating to eliminating ad fraud.</p> <p>In addition, agenda21 have been awarded the IPA Gold Accreditation standard in for Continuous Personal Development for 2016 which shows they are committed to developing all members of staff.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>agenda21's ad fraud policy is available on their website: https://agenda21digital.com/brand-safety-and-fraud-policy/</p> <p>This states:</p> <p>"We use MRC accredited 3rd party verification technology (Adloox) that prevent ads from being served to domains that are flagged as fraudulent or that appear on any of our blacklists.</p>

Good Practice Principles	Description of compliance with the Principles
	<ul style="list-style-type: none"> Adloox will block ads from displaying that are on URLs detected inappropriate, ensuring the user cannot see the ad or click through to the landing page. agenda21 identify, flag and remove fraudulent domains, across all of our bought inventory on a weekly basis and share this information with our clients as required.” <p>agenda21’s internal ad fraud policy also explains the different types of ad fraud and the measures agenda21 takes to identify and minimise ad fraud.</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>agenda21’s campaign objectives are agreed with their buyers prior to campaign set up. These objectives are discussed and guidance is provided to avoid outcomes that could result in a high level of fraudulent inventory.</p> <p>Primary campaign objectives include metrics that are based on human activity such as Cost Per Acquisition, Cost Per Registration and Cost Per Download.</p> <p>Campaigns are monitored daily, the agenda21 internal campaign dashboard provides teams with daily updates on campaign performance and delivery.</p>
<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p>agenda21 has a vetting process, including a checklist of questions that need to be completed before accepting a new inventory supply partner. Questions include the types of publishers, whether the inventory is direct or through other exchanges and whether the traffic is web, mobile or in-app.</p> <p>agenda21 also ask how their partners manage ad fraud and brand safety.</p> <p>Additionally agenda21 will only work with DSP’s who are either a signatory of or Verified against the JICWEBS DTSG UK Good Practice Principles for the trading of Digital Display Advertising.</p> <p>agenda21 run daily reports which check for anomalies in consistency and for potential spikes in impressions or clicks and have internal processes for initial troubleshooting with any discrepancies identified.</p> <p>After the successful integration, the quality of a supply source is continuously monitored using the process described in Principle 2.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p>agenda21 use Adloox third party tool on all campaigns to detect and prevent nonhuman traffic. The tool is configured on a post-bid basis and if an impressions is deemed fraudulent, Adloox will block ads from displaying ensuring the user cannot see the ad or click through to the landing page.</p>

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6 Filter traffic through vendors who prioritise fraud detection	<p>The Adloox tool looks for the following types of fraudulent traffic - botnet, fake domains, adware, domain spoofing, firewall, ad-injection, bad external traffic, high external traffic and bad auto-refresh.</p> <p>Impressions per placement that Adloox identify as fraudulent are identified as red flags, investigated and blocked if confirmed as ad fraud.</p> <p>agenda21 use Adloox third party tool on all campaigns. Also see GPP 5.</p> <p>agenda21 vet new vendors using a standard question set. See also GPP 4.</p>

Verified by

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Statement of verification provider:	<p>We have reviewed agenda21’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, agenda21 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.