

# UK Good Practice Principles certificate



**CRIMTAN®**

Company: Crimtan  
 1 Castle Lane,  
 London  
 SW1E 6DR  
 www.crimtan.com

Business/Brands verified:	Crimtan
Service provided:	Agency Trading Desk (ATD), Demand Side Platform (DSP)
Month of verification:	March 2018

## 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>Crimtan keeps up to date with new developments and advancements in ad fraud as follows:</p> <p>Crimtan receive updates and information from third party technology company's e.g. Integral Ad Science and general industry news relating to ad fraud (e.g. from the IAB, JICWEBS etc.) which is shared internally.</p> <p>Crimtan's account managers attend workshops with Integral Ad Science every 2 months and share the information with relevant members of staff.</p> <p>Ad fraud training is conducted internally. All new starters are provided with an overview of what ad fraud is as part of their induction. There is also a six week intensive training course for new Traders which incorporates ad fraud.</p> <p>Crimtan keep all reference material, including information on ad fraud, in their internal wiki which is available to all staff.</p>
<p><b>2</b> Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Crimtan have included an ad fraud policy statement in their Primary-Agreement-and-Digital Trading Statement, which summarises their approach towards identifying ad-fraud and mitigating its impact. This is available on their website at the following link:</p> <p><a href="https://crimtan.com/wp-content/uploads/2017/01/Crimtan-Primary-Agreement-and-DTS-2017.pdf">https://crimtan.com/wp-content/uploads/2017/01/Crimtan-Primary-Agreement-and-DTS-2017.pdf</a></p>

Good Practice Principles	Description of compliance with the Principles
	<p>Crimtan apply third party vendor tools where requested by the client and apply ad fraud tags to the creative content, Integral Ad Science (IAS) and Lotame, (all non JICWEBS certified tools for ad fraud monitoring), are the main vendors used.</p> <p>Crimtan also use the IAB Ad Tech product ads.txt (Authorized Digital Sellers) where users publicly declare the companies they authorise to sell their digital inventory. Crimtan encourage all their inventory supply partners to use ads.txt</p> <p>The Crimtan Ad Fraud Policy states “Crimtan supports the adoption and implementation of the ads.txt protocol and has developed a targeting mechanism capable of identifying inventory supplied by publishers who have adopted ads.txt.”</p> <p>Crimtan manually vet all sites and any identified as fraudulent or non-human are added to their global blacklist, which is run across all campaigns.</p> <p>Crimtan run their campaigns on a whitelist of vetted and approved sites. This is supported by a global blacklist.</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>Crimtan’s campaign objectives are agreed with their buyers prior to campaign set up where the options are discussed and guidance provided on objectives to avoid that could result in high fraudulent inventory.</p> <p>Crimtan’s primary objectives are to run performance driven metrics such as Cost Per Acquisition (CPA) and ROI. Campaigns are based on key performance indicators (KPI's), including fraud that are used in all Crimtan’s campaigns.</p> <p>Crimtan do not promote Click Through Rate (CTR) as a metric, but where it is used, it is compared to industry benchmarks.</p> <p>Crimtan encourage buyers to use their “Cost+ agreements” which focus performance on CPA and quality not quantity”</p> <p>The KPIs agreed for each campaign are monitored throughout and after campaigns. Crimtan’s customers can access the Crimtan console to view campaigns in real-time and end of campaign reports are supplied after the campaign has finished.</p>
<p><b>4</b> Practice safe sourcing and trust only business partners who have earned trust</p>	<p>Crimtan cross reference domains and URLs from new inventory sources to their global blacklist. Crimtan’s Operations team also manually vet all new inventory sites before they are included in their whitelist of approved sites.</p> <p>Crimtan check to see if new inventory sources have any third party industry accreditations, eg JICWEBS, Trustworthy Accountability Group (TAG), Media Rating Council (MCR) or if they use ads.txt</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Crimtan only work with supply side partners that have built in checks on inventory. Crimtan provide their partners with their whitelists and blacklists to implement on Crimtan campaigns.</p> <p>Crimtan update blacklists and whitelist selections weekly on every SSP and DSP relationship based on campaign performance. This process is integrated in the Crimtan systems.</p>
<b>5</b> Implement technology to detect and prevent fraud	<p>Crimtan use Integral ad Science (IAS) and also Lotame "Verified Humans" segment 3rd Party technologies to help identify and prevent non-human traffic. (Both are non JICWEBS certified tools for ad fraud monitoring).</p> <p>Crimtan track, ads served, ads blocked and ads rendered through different technologies. IAS and Lotame are also run in real time, allowing Crimtan to make decisions to update whitelists and blacklists accordingly.</p> <p>IAS checks for General Invalid Traffic (GIVT), Bots/Hidden Ads -Sophisticated Invalid Traffic (SIVT) and Incentivised Browsing / Proxy Servers.</p> <p>Crimtan also run campaigns for sites signed up to Ads.txt</p>
<b>6</b> Filter traffic through vendors who prioritise fraud detection	<p>Crimtan has an inventory vetting process applied to all new business partners (see GPP4) and utilise third party tools by Integral Ad Science and Lotame (see GPP5).</p>

### Verified by

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



Statement of verification provider:

We have reviewed Crimtan'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, Crimtan 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.