UK Good Practice Principles certificate

Company:
Affectv
1 Mark Square
London
EC2A 4EG
http://www.affectv.com

Business/Brands verified:	Affectv
Service provided:	Advertising Network, Trading Desk
Month of verification:	January 2018

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	Affectv provides internal anti ad fraud training for all new starters during the induction process. The training includes: - Examples of how fraud can affect the advertising ecosystem - What measures Affectv take to minimise ad fraud, and - How commercial teams can work with clients to take measures and implement best practice to reduce fraud. Affectv also receives external training from the third party technology vendor Adloox who train new members of the Technology Operations and Trading teams on how to use the Adloox platform. Affectv staff receive ongoing training and knowledge of ad fraud by subscribing to industry newsletters and notifications from third party anti ad fraud technology providers to keep aware of issues and developments.
2	Adopt policies and strategies to identify fraud and mitigate its impact	Affectv has an internal policy document "Fraud Removal Policy" which details how ad fraud is identified and removed from the Affectv network. Members of the Technology Operations team are trained on the policy when they join. Account Managers are also trained on the policy and use it for reference when communicating with clients.

affectv
The Smart Way to New Customers

Good Practice Principles	Description of compliance with the Principles
	Affectv's Brand Safety Policy also includes reference to ad fraud. The Policy states: "We have several programs monitoring the sites from where we receive traffic and updating these blacklists, in addition to having manual checks and reviews in place."
	The policy details the controls Affectv has in place to mitigate the impact of ad fraud; these include identifying blocking and blacklisting URLs that are identified as adware, malware, bots or click fraud.
	On a network level, Affectv utilise Adloox "Premium Auditing Verification" third party tool to identify and monitor ad fraud. Any impressions per placement that Adloox identify as fraudulent (% firewall) are identified as red flags, investigated and blocked if confirmed as ad fraud.
	Affectv aim to investigate any claims of fraudulent traffic as quickly as possible and state that they respond to clients within two hours in working hours to keep them updated on the issue and the findings. If fraudulent domains or placements are found, they are immediately blacklisted from Affectv's DSP.
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 and KPIs are agreed on the Affectv insertion orders or by email. Internal guidance for the Sales team (the "Internal Trading Knowledge Documentation for Sales") includes recommended metrics for campaigns.
	For branding campaigns the guidance recommends using actionable, human driven metrics such as cost per lead where the leads are form fills, subscriptions and call-backs, etc. If CTR is used then this is aligned to industry benchmarks. Ad formats are flexed to hit CTR goals rather than just using standard display.
	Where possible Cost per Acquisition (CPA) or ROI objectives are agreed for campaigns. If necessary the Sales team check the validity of the CPA or ROI goals (e.g. conversions by seller/site) with the Trading team.
	Affectv monitor the results of their campaigns and compare results with targets set for CPA & ROI and industry CTR benchmarks. If the client is using a third party ad server Affectv ask the client to set them up with daily reporting so they are able to monitor the number of impressions and conversions driven by the campaign. Where clients include revenue to measure ROI, the Trader on the campaign will monitor the results every week day, optimising the campaign to the agreed targets.

Good Practice Principles	Description of compliance with the Principles
4 Practice safe sourcing and trust only business partners who have earned trust	Affectv operate on a blacklisting model for sellers. If a new seller appears in the top 10 sellers (making up approx. 80%-90% of spend), then Affectv will speak directly with the seller to find out more about their inventory before deciding to accept or reject it. Affectv use a standard question set when sourcing inventory from new sellers. This include references to ad fraud as well as brand safety, viewability and partners. Affectv vetting questions cover the following categories: — The formats and sizes of ads — Whether the traffic is mobile, web or in-app — Device percentages — Viewability percentages achieved — Third party technology vendors used for brand safety and/or fraud — eCPMs achieved through open exchange environment — Which SSPs or exchanges the seller works with (and preferred partner) — Strongest geographic areas — CTRs that are achievable — CPMs asked for by the seller — Links to sitelist Affectv do not vet traffic before they spend on a new seller, but instead monitor all traffic using Adloox and block sellers if they show a high firewall rate (percentage of impressions blocked).
5 Implement technology to detect and prevent fraud	Affectv use Adloox "Premium Auditing Verification" third party tool on all campaigns to detect and prevent non-human traffic. Adloox works in two different ways; by blocking known bot users via prebid exclusion lists, and by identifying and blocking ads that appear on fraudulent domains, post-bid. 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. Impressions per placement that Adloox identify as fraudulent are identified as red flags, investigated and blocked if confirmed as ad fraud. Affectv can offer and will implement other third party ad fraud detection and prevention tools at their buyer's request.
6 Filter traffic through vendors who prioritise fraud detection	Affectv use Adloox third party "Premium Auditing Verification" tool on all campaigns. Also see GPP 5. Affectv vet new vendors using a standard question set. See also GPP 4.

affectv
The Smart Way to New Customers

ANTI AD FRAUD

JIC|WEBS

VALID TO:
abc
JANUARY 2019

Verified by

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

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