UK Good Practice Principles certificate

ANTI AD FRAUD JIC|WEBS VALID TO: abc FEBRUARY 2020

FT FINANCIAL TIMES

Company:	Financial Times Ltd Number One Southwark Bridge London SE1 9HL https://www.ft.com/

Business/Brands verified:	Financial Times
Service provided:	Publisher/Content Creator
Month of verification:	February 2019

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	Financial Times Ltd (FT) keep up to date on new areas / advancements in ad fraud as follows: The FT digital team are on the IAS mailing list for updates, attend IAS round table meetings and there are quarterly meetings with third party vendors MOAT, Google and Double Verify (DV). FT is also a member of the JICWEBS working group and attend JICWEBS town hall events. Information from weekly Global Commercial meetings is shared internally along with emails from the Sales team on specialist titles and developments/trends. FT provide all new starters with a basic overview of ad fraud. In depth training is also provided to new members of the technical teams by other members of the team.
2	Adopt policies and strategies to identify fraud and mitigate its impact	The Financial Times Commercial Charter describes the policies and strategies FT use to identify ad fraud and mitigate its impact as follows: **"3. Non-human traffic and fraud** 3.1. We measure non-human traffic at a campaign level using Moat. We make this data available to advertisers. 3.2. We do not count traffic we consider to be non-human towards campaigns.

Good Practice Principles	Description of compliance with the Principles
	3.3. We will continue to work with technology providers and partners across the industry to identify non-human traffic and exclude it from our sites.
	3.4. We only make FT inventory available programmatically through specific ad exchanges. If you think you are buying advertising on FT.com elsewhere, it is likely to be fraudulent."
	The Financial Times Commercial is available to view here: https://www.fttoolkit.co.uk/d/our-pledge-to-clients/
	FT measure non-human traffic at a campaign level using Moat. FT obtain reports from both Moat & Google. Google filter out ad fraud traffic before reporting and Moat shows suspected non-human traffic.
	FT 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.
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 are agreed with the client. FT do not use Cost per Acquisition (CPA) or Cost per Purchase, their main emphasis is on reach and increasing brand awareness.
	FT use the following campaign objectives:
	Engagement (active time the campaign gets online.) Reach Metric (Frequency capping) Leads/ Brand uplift
	Cost Per Thousand (CPM) is also used for many campaigns. If CPM is used there are other optimisations used in addition to this.
	The FT Doubleclick for Publishers (DFP) ad server removes all impressions delivered to known bots from FT's billable impression stats.
	KPIs agreed for each campaign are monitored throughout and after campaigns and reports are supplied to clients.
4 Practice safe sourcing and trust only business partners who have earned trust	Other than property listing websites which come from an auto feed to the FT website, all inventory on FT sites is FT's own brand inventory only so there are no third party inventory sources.
	Where external sites are used to drive traffic the FT specifies the audience through quality measures that can identify the demographics of the audience, e.g. their age, who the user is following etc.
	For social media, FT apply site monitoring and take into consideration industry/news updates. FT also obtain confirmation from Social Media vendors of the anti-ad fraud processes they have in place.
5 Implement technology to detect and prevent fraud	FT use Moat's Yield Intelligence tool for fraud identification. The web analytics team analyse the web traffic into human and non-human traffic and strip out any potential bot traffic.

Good Practice Principles	Description of compliance with the Principles
	FT also investigate impression discrepancies greater than 10% between internal publisher stats and 3rd party stats. Campaign Managers will proactively monitor the discrepancies and flag to the agency/client. If FT owe compensation then they will work to deliver in full during or after the campaign.
6 Filter traffic through vendors who prioritise fraud detection	FT utilises both internal and third party tools (see GPP5). All tools referred to are non-JICWEBS certified.

Verified by

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Statement of verification provider:	We have reviewed Financial Times Ltd'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, Financial Times Ltd 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.