UK Good Practice Principles certificate

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

groupm

Company:	GroupM 26 Red Lion Square London WC1R 4HQ United Kingdom https://www.groupm.com/

Business/Brands verified:	GroupM Supply Market Place, Programmatic Services and Minfluencer. (GroupM agencies are not included in this verification).
Service provided:	Agency
Month of verification:	December 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	GroupM use various channels to keep the company informed about issues / advancements in ad fraud detection. GroupM UK is a member of the IPA and IAB UK where they actively participate in industry meetings and initiatives which aim to educate about ad fraud. GroupM staff also participate in different industry conferences where they contribute as speakers and aim to further explore and engage with the latest technology. GroupM UK holds quarterly meetings with 3rd party verification vendors and DSPs where the latest information on advancement in ad fraud detection is shared. They also receive regular updates from vendors on ad fraud. GroupM UK has an internal training platform 'GroupM University'. The platforms hosts the training 'Brand Safety 101' which contains a section on ad fraud. They also have an internal "Share Point" where information on Fraud is located for staff to access.

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	Ad Fraud and Brand Safety training is covered at induction for new starters and staff have access to the internal training platform. The level of training is tailored to recipient with technical staff receiving in depth training and other staff receive training from general awareness to more detailed knowledge.
2 Adopt policies and strategies to identify fraud and mitigate its impact	GroupM has an ad fraud policy, 3 tiers of risk tolerance, and a 32-step media vetting process. This is a comprehensive document that covers all types of vetting for both Brand Safety and Ad Fraud. GroupM also apply legal ad fraud protection via their publisher T&Cs. The above documents detail the GroupM approach to combatting ad fraud. The GroupM ad fraud policy states: "GroupM UK advocates a zero tolerance approach to fraud. We have invested in comprehensive and proprietary anti-fraud strategy and technology to protect all our clients. GroupM have a 3-stage strategy to mitigate ad fraud risk, as follows: "GroupM put processes in place to evaluate media partners and prevent fraudulent placements. GroupM deploys independent and market-leading anti-fraud technology to block suspicious activity and provide post-delivery analysis across display and video programmatic media. All fraud is investigated to ensure our clients are protected. GroupM works closely with supply-side partners to agree strategies to combat fraud. GroupM requires refunds for proven fraud which are passed onto clients" GroupM supports the ads.txt protocol.
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 via Insertion Orders (IO's) or campaign briefs. The majority of campaigns are measured and optimised to a campaign action such as site engagement, specifically eCPA (effective cost per action - attribution). GroupM encourage buyers to include ad fraud tools on campaigns that are run outside their GroupM Supply Marketplace (GMSM). GroupM monitor fraudulent traffic via activity through reporting from independent verification vendors such as MOAT or IAS. These reports identify levels of Invalid Traffic (IVT) at campaign and site level, so that any high levels can be investigated, and appropriate action taken such as blocking IP addresses / blacklisting sites.

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4 Practice safe sourcing and trust only business partners who have earned trust	GroupM apply pre-purchase 32 step vetting and on-going monitoring for publishers who participate in the GroupM Media Supply Marketplace. The on-going monitoring looks at traffic quality by using independent verification technology. GroupM define three top-level categories of fraud (ghost sites, fraudulent traffic and domain spoofing). GroupM run the same 32-point vetting procedure across all publishers to vet suitability for display, native or video advertising. This includes methods to verify the authenticity of media properties and respective audiences through domain, traffic, social media and quality signals and the use of industry developed tools such as ads.txt
5 Implement technology to detect and prevent fraud	GroupM can run any tools available such as Integral Ad Science, Double Verify, MOAT, Forensiq, WhiteOps and recommends clients work with independently certified technologies. GroupM runs a proprietary measurement tools on all campaigns. Independent technology verification provider is run on all video GroupM Supply Marketplace (GMSM) activity and at the client's request for monitoring at campaign level for non GMSM campaigns. The Integral Ad Science monitoring tool is run on all campaigns run via the GMSM. Information produced by the tools that indicates high levels of fraudulent traffic are investigated and added to the GroupM Media Fraud Database. Double Verify is JICWEBS certified tool for ad fraud. All other tools referred to above are non JICWEBS certified for ad fraud and have not been tested by ABC.
6 Filter traffic through vendors who prioritise fraud detection	GroupM vet all publishers prior to be being added to their network, (see GPP4) and use third party tools along with their own internal tool on all campaigns (see GPP2 / GPP5).

Verified by

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

abc

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