

# UK Good Practice Principles certificate



Company: MiQ  
 5th Floor  
 High Holborn House  
 52-54 High Holborn  
 London  
 WC1V 6RL  
<https://www.wearemiq.com/>

Business/Brands verified:	MiQ
Service provided:	Advertising Network
Month of verification:	August 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>MiQ are members of the Interactive Advertising Bureau (IAB) and attend conferences and meetings. MiQ also actively participate in the IAB privacy council. Details and discussion points are circulated to staff.</p> <p>MiQ and Integral Ad Science (IAS) conduct quarterly reviews to discuss and keep abreast of latest ad fraud and brand safety risks.</p> <p>MiQ subscribe and communicate daily industry newsletters to all staff pertaining to ad fraud and brand safety.</p> <p>MiQ have dedicated learning and training material contained in a 'Guru book' to educate all new starters about ad fraud. This is mandatory training that occurs in the first 2 weeks of onboarding. All staff have access to the MiQ Wiki which contains updated pages around MiQ ad fraud policies and best processes for the management of ad fraud.</p>
<p><b>2</b> Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>MiQ's policy and strategy to identify and mitigate ad fraud is available publicly in their Brand Safety Policy, found on their website. This details a 12 step policy that aims to minimize the risk of ad fraud and misplacement. Of these steps 9 are pre-bid, and 3 are post-bid.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Pre-bid controls in place include DSP audited inventory, inventory categorisation, whitelists, domain blacklists, 3rd party ad verification, semantic/keyword blocking, log level integrations, inventory performance index, and IP fraud prevention. Post bid controls include 3rd party ad verification, daily refinement and bespoke client best practices.</p> <p>MiQ use content verification tools such as Integral Ad Science (IAS).</p> <p>IAS post-bid monitoring is used on all campaigns however other verification tools can be used if preferred by their clients e.g. Moat, DoubleVerify etc. MiQ use IAS post-bid reports to score websites. If a score consistently falls beneath MiQ's minimum threshold the website is added to their blacklist. This process is conducted weekly.</p> <p>MiQ use IAS to determine and block pre-bid traffic and inventory that is deemed moderate or high suspicious risk. Inventory that is unrateable is blocked by default. Other verification tools can be used if preferred by their clients e.g. DoubleVerify.</p> <p>All MiQ campaigns run on their list of approved inventory sources and exclude an extensive inappropriate schedule (blacklist).</p> <p><i>All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.</i></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>Campaign objectives are declared on Insertion Orders (IOs) and are typically client driven. Objectives vary by client but can include Cost per action (CPA), Conversion ratio (CVR), Click through rate (CTR), Cost per thousand (CPM), Return on investment (ROI), Return on ad spend (ROAS), audience uplift, in-store footfall, viewability, and video completion.</p> <p>MiQ advise clients where relevant, making recommendations on what they feel would be unrealistic campaign objectives, however ultimate decision making tends to reside with their clients.</p> <p>MiQ provide alternative recommendations for campaign measured to CTR or last click attribution where possible. However, when CTR is requested as an objective MiQ monitor CTR rates against industry benchmarks to identify suspicious high rates.</p> <p>Monitoring of campaign objectives are via automated reports extracted from the independently certified content verification tools, the DSP, and client ad-server.</p>

Good Practice Principles	Description of compliance with the Principles
<b>4</b> Practice safe sourcing and trust only business partners who have earned trust	<p>All inventory sources are vetted prior to activation. New inventory sources are added to MiQ’s whitelist based upon internal analysis and DSP vetting.</p> <p>MiQ’s DSP partners audit inventory using both manual and automated processes. MiQ only purchase audited traffic.</p> <p>Further due diligence is undertaken after activation of new inventory sources using content verification tools, and MiQ performance reports.</p> <p>MiQ analyses inventory sources on an ongoing basis via their Inventory Performance Index. MiQ’s DSP partners recommends sellers, and the Inventory Performance Index is used to determine whether new inventory is consistent or better than benchmark scores. This is reviewed and approved by the UK Trader Director and London / Manchester Trader Managers.</p>
<b>5</b> Implement technology to detect and prevent fraud	<p>MiQ’s Brand Safety policy describes measures in place to detect and prevent fraudulent traffic using technology.</p> <p>IAS post-bid monitoring and pre-bid preventative ad fraud segments are run on all campaigns as standard. The IAS post-bid monitoring reports on sophisticated invalid traffic. MiQ accept and implement IAS post-bid Firewall from clients, and can add this as a service where the client does not have this themselves.</p> <p>MiQ can also implement other tools such as DoubleVerify, Moat or Adloox upon client request.</p> <p>IAS provide post bid performance reports which are used to analyse performance. Any anomalies are investigated and any websites identified as potentially fraudulent are added to the blacklist.</p>
<b>6</b> Filter traffic through vendors who prioritise fraud detection	<p>MiQ use pre and post-bid blocking via content verification tools. See GPP 5.</p> <p>MiQ only purchase audited inventory via their DSP partners. See also GPP4.</p>

**Verified by**

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



Statement of verification  
provider:

We have reviewed MiQ'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, MiQ 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.