

UK Good Practice Principles certificate



Company: RhythmOne
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 London
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<https://rhythmone.com/>

Business/Brands verified:	Radium One DSP only
Service provided:	Demand Side Platform (DSP)
Month of verification:	March 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 Educate yourself about traffic fraud and the risks that it poses to your business</p>	<p>RadiumOne keeps up to date with advancements in ad fraud by key staff members attending industry events (JICWEBS Town Hall meetings) and subscribing to newsletters that include information on ad fraud.</p> <p>RadiumOne has also invited the IAB to give presentations to staff that include anti-ad fraud measures. Quarterly business reviews are held with third party vendors that provide anti-ad fraud technology, including Integral Ad Science.</p> <p>RadiumOne provides induction training on anti-ad fraud for new employees tailored to their needs and involvement with anti-ad fraud prevention measures. RadiumOne has an internal Brand Safety & Ad Fraud document which is used to train relevant staff. The document explains the types of ad fraud and measures taken by RadiumOne to detect and minimise fraud.</p> <p>RadiumOne also holds twice weekly meetings for its Operations team which include updates and ongoing training on the latest anti-ad fraud technology and developments.</p>

Good Practice Principles	Description of compliance with the Principles
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>RadiumOne has an internal Brand Safety & Ad Fraud document which details the controls to be applied and the technology used for detecting and preventing ad fraud on campaigns.</p> <p>RadiumOne works with third party technology vendors and implements Integral Ad Science pre bid on every campaign, which flags placements with suspicious activity. RadiumOne can also implement tools from other vendors, on campaigns at the client's request.</p> <p>RadiumOne Campaign Managers monitor individual campaigns daily and flag domains that generate very high CTRs, add clutter, have little or no content and also investigate ISPs that show unnatural click trends.</p> <p>All RadiumOne's campaigns are run on their whitelist of approved and vetted sites. These are also monitored for non-human activity traits.</p> <p>If sites are identified as containing known non-human traffic, adware, malware or bots RadiumOne will block these sites and add them to the RadiumOne global 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>3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.</p>	<p>RadiumOne objectives are network driven. Campaign objectives are agreed on insertion orders. Campaign metric information is included in the RadiumOne sales response to briefs from clients. Metrics agreed are click through rates (CTR) and cost per acquisition (CPA) goal.</p> <p>RadiumOne has an internal guidance document which details best practice for Campaign Managers on setting and monitoring targets on campaigns. The document gives guidance on how to ensure CPM rates and CPA targets are realistic before accepting the campaign.</p> <p>Clients with specific campaign requests will indicate this on IOs which will include use of appropriate 3rd party ad fraud detection and prevention tools via the RadiumOne Platform.</p> <p>RadiumOne Campaign Managers monitor individual campaigns by checking daily for irregularities in CTRs. Clicks are investigated down to site level if they appear too high. Campaign reports are run daily to monitor performance which includes impressions, clicks, CTR, CPM, CPA, revenue, spend, profit and margin.</p> <p>Campaigns are also measured against a benchmark obtained from industry CTR percentage averages by ad size.</p>

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4 Practice safe sourcing and trust only business partners who have earned trust	<p>RadiumOne has a vetting process, including a checklist of questions that need to be completed before accepting a new inventory source. Questions include checking how the inventory seller safeguards against ad fraud, what regions the inventory is from, how much is direct and which exchanges are worked with. RadiumOne also requests a list of the inventory source's sites and apps, which are checked against the RadiumOne blacklist.</p> <p>All RadiumOne's campaigns are run on vetted sites from their whitelist. Inventory which is monitored by IAS, as a pre-bid blocking solution across all campaigns</p>
5 Implement technology to detect and prevent fraud	<p>RadiumOne runs IAS tool as a pre-bid blocking solution to search for suspicious activity including bots across all campaigns.</p> <p>RadiumOne can also apply other third party ad fraud detection and prevention tools if requested by the buyer, on their campaigns.</p> <p>RadiumOne runs daily platform campaign reports showing performance by domains. Campaign Managers have the ability to blacklist / whitelist domains that increase / hinder performance. Any domain removed due to identification of ad fraud is added to the global blacklist and removed from the RadiumOne network.</p>
6 Filter traffic through vendors who prioritise fraud detection	<p>RadiumOne use IAS, as a pre bid blocking tool across all campaigns. See GPP 5.</p> <p>RadiumOne vet new inventory sources using a standard question set. See also GPP4.</p>

Verified by

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Statement of verification provider:

We have reviewed RadiumOne'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, RadiumOne 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.