UK Good Practice Principles certificate

JICWEBS ANTI AD FRAUD VALID TO: abc SEPTEMBER 2019

Company: Rezonence
Second Floor,
20 Shorts Gardens,
London,
WC2H 9AU
http://rezonence.com/

Business/Brands verified:	Rezonence
Service provided:	Reseller, Technology
Month of verification:	August 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	Rezonence keeps up to date on developments and advancements in how to combat ad fraud by key staff attending industry meetings, e.g. the Internet Advertising Bureau (IAB), JICWEBS town hall meetings, and receiving ad verification vendors' newsletters. Information from these various sources is communicated internally via weekly newsletter emails which are also sent to clients. Rezonence has an internal training document that is provided to all members of staff, this explains what ad fraud is, how it affects the online advertising market and the measures they take to identify, eliminate / minimise ad fraud, including the use of third party vendors technology. All new members of staff receive awareness training on ad fraud with in depth training for the relevant technical / operational teams to develop expertise relating to eliminating ad fraud. Relevant staff also complete online training through an external training course provided by Circus Street. Ad Verification, (which includes fraud) is one of the topics new starters are required to complete.

	Good Practice Principles	Description of compliance with the Principles
2	Adopt policies and strategies to identify fraud and mitigate its impact	The internal training document details Rezonence's main policy for minimising ad fraud by measuring cost per human engagement (CPE). It states: "At Rezonence, we combat ad fraud directly with the CPE model. For a user to unlock the content, the user must answer a question directly. Due to the engagement nature, it is very easy to detect if the content was unlocked inhumanly fast, and if this is the case we discount the engagement and re-run it." Rezonence identify red flags that could indicate non-human traffic by reviewing all campaigns to look for any engagements being recorded in unexpected geo-locations, or on unexpected URLs. The Rezonence FreeWall server provides frequency capping on an article or site-wide basis; rationing the number of times the ad appears to a user. Rezonence only run ad campaigns on their whitelist of vetted and approved publishers.
3	Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	Rezonence's FreeWall product is set up to take ad fraud into account. They sell on a cost per human engagement basis (CPE). This is the primary objective on all campaigns. For an engagement to occur, a button must be selected, which makes it difficult for bots to complete. Rezonence can run a number of different objectives for clients. These are reported on the end of campaign summary reports and can include, cost per human engagement (CPE), Cost Per Acquisition/Action (CPA), and Click Through Rate (CTR). Where CTR metrics are used these are monitored closely against industry benchmarks to identify higher than average rates, and to their main CPE objective.
4	Practice safe sourcing and trust only business partners who have earned trust	Rezonence only serve ads to their vetted and approved whitelist of publishers who use paid journalism. The Rezonence Traffic Security Authentication Policy details the questions Rezonence ask when vetting a new publisher. This includes vetting the new publisher's inventory, obtaining reports for any 3rd party ad verification vendors used and checking their status with the Internet Advertising Bureau (IAB) or Association of Online Publishers (AOP).
5	Implement technology to detect and prevent fraud	At the request of clients, Rezonence are able to facilitate IAS and MOAT tags on campaigns to monitor suspicious activity and bot activity. Reports are monitored by clients who flag to Rezonence if there is a problem identified. Rezonence record FreeWall metrics using Google Analytics and their own custom pixel tracking system.

Good Practice Principles		Description of compliance with the Principles
		Rezonence passively monitor response speeds to see if the traffic is feasible. They measure the source of traffic, through Google analytics while the campaign is live, and report this through their end of campaign reports after the campaign has finished. Rezonence also look at factors such as geo location, context of the content, and device.
6	Filter traffic through vendors who prioritise fraud detection	At the request of clients, Rezonence are able to facilitate IAS and MOAT tags on campaigns to monitor suspicious and bot activity (see GPP5).

Verified by

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

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