

UK Good Practice Principles certificate



Company: Traffic² Ltd
 1 Primrose Street
 London
 EC2A 2EX
<http://traffic2.co.uk/>

Business/Brands verified:	Traffic ²
Service provided:	Supply Side Platform (SSP)
Month of verification:	April 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>All members of the Traffic² team keep up to date with ad fraud advancements through sharing anti ad fraud information in blogs and newsletters about click fraud and online marketing strategies in general.</p> <p>All staff have google alerts set for click fraud related searches, and are notified of any news or opinion pieces that occur in the mainstream media.</p> <p>Traffic² also have a weekly all staff work in progress meeting where all technical (including ad fraud) news and information and market changes are shared and discussed.</p> <p>Traffic² conduct training in two ways. Internal training by dispersal of a knowledge base as part of all staff KPI's and external training, by attending online marketing and technical conferences. All staff that attend a conference summarise and distribute all learnings from attending sessions, meeting people at trade events and at formal supplier and potential supplier meetings.</p> <p>Traffic² maintain a database of known risk factors.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Traffic² have their own platform which incorporates proprietary bot pattern recognition software and uses JavaScript to exclude suspect traffic and IP addresses of known offenders. <i>This product (and all others referred to in this document) are non-JICWEBS approved for anti-ad fraud and have not been tested by ABC.</i></p>

Good Practice Principles	Description of compliance with the Principles
	<p>Traffic² have created a proprietary scoring algorithm that scores the likelihood that a click is fraudulent, from 0 to 1000 (0.0% up to 100.0%). Traffic² state that the algorithm is based on several elements about the request including details of the user agents, the referrer and the IP address.</p> <p>Traffic² are provided with login access to their client's third party analytics tool to access delivery of traffic. By gaining access to the client's third party analytics package, Traffic² obtain traffic Supplier ID and Traffic Source ID and block or blacklist traffic based on percentage bounce rate, time on site and pages per session.</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>Traffic² provide a traffic delivery service and do not set objectives for media campaigns.</p> <p>Traffic² only charge their customers for clicks that have been verified by third party analytics software.</p>
<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p>Traffic² have a documented on-boarding process for suppliers with all the requirements and specifications they test via their own proprietary software and access to third party data analytics through their clients e.g. correct country geo targeting, correct city targeting.</p> <p>Traffic² meet with new suppliers to establish a relationship of trust. Following this Traffic² complete a test of the supplier traffic through the Traffic² network using their proprietary software.</p> <p>Traffic² run pattern matching on their database of IP addresses and User Agent's (UAs) to look for patterns that would indicate fraud, and re-apply this knowledge to assess future traffic.</p> <p>There is a three strike rule for suppliers. Suppliers are quarantined for a month if they raise the red flag on the traffic, if they fail again they are quarantined for three months. On third strike they are blacklisted.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p>Pre-delivery Validation and Protection</p> <p>Traffic² have proprietary software within their system that they use to identify suspect or fraudulent traffic before it is passed to the client.</p> <p>JavaScript validation is used to exclude suspect traffic.</p> <p>Post-delivery Validation and Protection</p> <p>Traffic² can identify characteristics of the traffic they have delivered to the client's web site via access to the third party analytics package (currently Google Analytics). Traffic² establish which Supplier ID and Traffic Source ID's exhibit high bounce rates and have a Pages Per Session less than 1.25. These traffic sources are blocked and added to the blacklist of traffic source ID for that campaign.</p>

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6 Filter traffic through vendors who prioritise fraud detection	Traffic ² has an inventory vetting process applied to all new business partners (see GPP4) and utilises both internal and third party tools (see GPP5).

Verified by

Company: ABC Ltd
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Statement of verification provider:	We have reviewed Traffic ² '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, Traffic ² had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles.
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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.