

UK Good Practice Principles certificate

ANTI AD FRAUD	JIC WEBS	VALID TO:  AUGUST 2019
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Company: Unruly Group Limited
 The Whitechapel Building,
 15 Whitechapel High Street,
 London,
 E1 8QS
<https://unruly.co/>

Business/Brands verified:	Unruly
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>Unruly keep up to date on advancements in ad fraud by regularly updating their company wiki with current news and research on ad-fraud to help develop their own expertise. This is accessible to all staff and the content is obtained from various sources including, the IAB, JICWEBS town hall meetings, ad verification vendors’ newsletters and webinars/seminars. Useful links are also shared via email on relevant ad fraud news.</p> <p>All staff must attend an ‘unrulyduction’ session that explores the key issues they face relating to ad-fraud and their approach to solving this.</p> <p>Unruly also provide an additional one to one training to relevant staff, which looks more closely at the technologies they employ to reduce the risk of ad-fraud.</p> <p>All new members of staff on Unruly's Shield team complete training via a two week immersion plan which develops expertise relating to ad fraud.</p> <p>The Shield Team also provide bi weekly “drop in” sessions for staff to ask questions and obtain updates on ad fraud.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Unruly’s policies towards identifying ad fraud and mitigating its impact are included in the Unruly Shield on their website at the following link: https://unruly.co/what-we-do/unrulyx/#unrulyx-shield</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Unruly’s policies include using Unruly’s own technology along with 3rd Party technology and data from MOAT, Integral Ad Science and Brightcloud (all non JICWEBS certified tools for ad fraud monitoring) to identify and prevent ad fraud.</p> <p>Unruly’s entire inventory is monitored for IVT (invalid traffic rates) using MOAT and Integral Ad Science third party verification tools, where they are alerted to the most suspicious sites and provided with an overview of the different bots associated with these.</p> <p>The Unruly Shield Team complete weekly and monthly analysis on ad fraud at network level, and daily analysis for campaigns, flagging and blocking any suspicious anomalies where they arise. Anything that is suspicious is investigated and if it impacts on policies they will be updated.</p> <p>Red flags are identified when IVT rates exceed industry benchmarks. Unruly use MOAT’s benchmark which is calculated on a quarterly basis using all the existing data they have. Any websites carrying an IVT rate above a satisfactory threshold are added to the blacklist accordingly.</p> <p>Feedback is also obtained from users via a button installed in Unruly’s players. This helps to identify if the user deems the ad to be inappropriate so Unruly can improve their service.</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>Unruly’s campaign objectives are agreed with their buyers prior to campaign set up where the options are discussed and guidance provided on objectives to avoid that could result in high fraudulent inventory. Unruly also share a presentation on the Unruly Shield.</p> <p>Unruly use variety of campaign objectives that focus on minimising ad fraud, these are reported on the end of campaign reports and include the following: ad views, clicks, CTR interactions, interaction rates, completed view rates and share rates.</p> <p>In addition, for CTR Analysis, Unruly produce a weekly report for all of their campaigns monitoring CTR (click through rate) which are compared to industry benchmarks alongside other metrics.</p>
<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p>Unruly’s Business Development (BD) team vet new inventory sites against Unruly’s site vetting questions maintaining a record in their site vetting document.</p> <p>If the BD team are unsure about the quality of a site they contact the Shield team for a second opinion.</p> <p>Unruly will investigate with the publisher what procedures and technologies they have in place to block invalid traffic sources and work with them by sharing the rates they identify on the publisher sites to help the publisher remedy and block the suspicious traffic using their own ad server.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Unruly monitor all publishers once on boarded and will enquire about their third party vendors / systems if their site has been flagged for high IVT rates. Unruly look out for red signals including template structures, no social media following, no comments, pop ups, click bait, ad-stacking.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p>Unruly use third party vendors MOAT and Integral Ad Science (IAS)(both non JICWEBS certified for ad fraud monitoring) to monitor all traffic for invalid traffic rates across their entire inventory and filter out invalid traffic sources on a weekly basis.</p> <p>MOAT's IVT rate measures the percentage of total unfiltered impressions that were determined to be delivered to a non-human end point. This includes General IVT (Spiders, Excessive Activity, and/or Data Centre Traffic categories) and Sophisticated IVT (Invalid Proxy, Automated Browser, and/or Incongruous Browser Traffic categories).</p> <p>Unruly also conduct an analysis of their top delivering sites on a weekly basis, reviewing their scores across MOAT & IAS, undertaking a manual analysis of the site and checking each using site analytic tools such as "SimilarWeb" and "Alexa."</p> <p>'Unruly have their own technology (non JICWEBS certified), including 1x1 pixel tracking, real-time blocking and CTR analysis, to filter out potential sources of suspicious/invalid traffic</p> <p>All of Unruly's ad units are designed to be click or scroll initiated. Unruly have direct relationships with their publishers who provide Unruly specific ad space creation code. Unruly is in control of the creation of the ad space, loading the ad, and controlling user initiation of play back, whether it's a click to play unit, or viewability triggered playback.</p> <p>Unruly use a range of techniques to detect if their initiation technology is circumvented: monitoring using third party vendors, traffic monitoring against publisher KPIs, (e.g. CTR, View Rate, Complete Rate) to spot invalid traffic, and click map (heat map) analysis of where users clicked on their unit.</p>
<p>6 Filter traffic through vendors who prioritise fraud detection</p>	<p>Unruly operate inventory source vetting, (see GPP4) and use Integral Ad Science and MOAT products on campaigns. (See GPP5).</p>

Verified by

Company: ABC Ltd
Saxon House,
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HP4 1AD



Statement of verification
provider:

We have reviewed Unruly'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, Unruly 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.