JIC|WEBS

UK Good Practice Principles certificate

ANTI AD FRAUD JIC|WEBS VALID TO: abc SEPTEMBER 2019

XAXIS

Company:	Xaxis 26 Red Lion Square London WC1R 4HQ United Kingdom http://www.xaxis.com

Business/Brands verified:	Xaxis
Service provided:	Agency Trading Desk (ATD)
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	Xaxis undertake regular training with Integral Ad Science's (IAS) documentation and dashboard. IAS staff visit Xaxis offices on a quarterly basis to share knowledge and train Xaxis employees on advancements in fraud detection. Xaxis subscribe to IAS monthly newsletters for up to the date information on fraud. These are circulated to all relevant staff. Xaxis staff induction training incorporates documents from external organisations such as IAS and their Ad Fraud Essentials Guide. This comprehensive guide to Ad Fraud includes types of fraud, bots, identifying fraud and methods to protect from fraud. All on-boarded team members are required to read the IAS Ad Fraud Essentials Guide. Staff logged as having read and understood the documentation participate as a weekly nominated person to check for suspicious activity using a 13 step process. Relevant staff training logs are signed off by line Managers are recorded on the Xaxis internal Smart sheet exportable to an Excel file. Training is updated when required due to changes or new developments in Ad Fraud.

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2	Adopt policies and strategies to identify fraud and mitigate its impact	The Xaxis policy and strategy for identifying and mitigating ad fraud is available publicly within the Brand Safety Policy found on their website.
		For Exchange buying, Xaxis use 3rd party content verification tools such as Integral Ad Science (IAS), and Doubleverify to monitor suspicious activity by domain and inventory seller. All domains or inventory sellers with suspicious activity above a threshold are removed from their targeting lists.
		For Direct Buys, the Xaxis Media team monitor fraud levels and contact publishers to exclude placements that score high for suspicious activity.
		For Managed Services: Xaxis UK may utilise Third Parties to deliver certain products on their behalf. They ensure that Xaxis UK's Best Practice (Brand Safety policy) is adhered to through contractual agreements with the vendor. Xaxis UK will ensure that certain offending content categories are not used, in addition to reserving the right to change the inventory mix using Blacklists and Whitelists.
		Xaxis check for suspicious activity using a 13 step process designed to identify and prevent ad fraud. In addition an Inventory Management tool is used to identify spikes that may indicate suspicious activity such as GIVT (General Invalid Traffic), SIVT (Sophisticated Invalid Traffic), Bots, Hidden Ads and Incentivised Browsing.
		All Xaxis's campaigns run on their list of approved inventory sources (whitelist) updated on a weekly basis and excluding any domains on the GroupM blacklist.
		All tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.
3	Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	Campaign objectives are shown on Insertion Orders (IO's). Xaxis speak with clients to identify their campaign objectives advising on the best method to meet them.
		Campaign objectives are set to educate and Xaxis try to steer advertisers away from Click through rate (CTR) objectives, however the ultimate decision making tends to reside with the client.
		Common objectives include Cost per thousand (CPM), Cost per click (CPC), Click through rate (CTR), Cost per action (CPA), Return on investment (ROI), Cost per view (CPV), Viewability, Brand Uplift, engagement rate, footfall, and reach.
		Campaign objectives vary depending on the agency and product, however all campaigns are monitored and CV tools (such as IAS) are used to flag and block suspicious activity.

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	Monitoring is ongoing at campaign level using internal reports and 3rd party tools such as Integral Ad Science (IAS), and Doubleverify. In addition an Inventory Management Report is run weekly to keep up to date and monitor any spike percentages related to the Suspicious activity score.
4 Practice safe sourcing and trust only business partners who have earned trust	Xaxis UK internally vet domains to ensure that ads do not appear against content that is not brand safe. At a high level their domain vetting process for appropriate schedules includes the following steps:

Xaxis UK internally vet domains to ensure that ads do not appear against content that is not brand safe. At a high level their domain vetting process for appropriate schedules includes the following steps:

- Manual vetting of individual domains and apps before being trialled on the Xaxis whitelist. The trial is strictly monitored by their campaign management team and referenced through suspicious activity scores to see any anomalies and partnering with IAS. Xaxis monitor new sellers and exclude those sellers who fail for having a high suspicious activity score.
- For app inventory, IAS pre bid segments are used to minimise suspicious activity. App Inventory is also manually audited where necessary.
- Once new Domains are added to the Xaxis UK Whitelist these are monitored against Brand Safety metrics on Seller and Domain dimensions as part of Xaxis's weekly Inventory Management routines.
- Monitoring by Integral Ad Science (IAS) is enabled across the vast majority of display campaigns which allows Xaxis UK to analyse Fraudulent Activity, Brand Safety Scores and Viewability. Domains that do not meet these standards will be removed from Xaxis's appropriate schedules.
- Xaxis's inappropriate schedule is provided and updated by GroupM and is compiled globally using Veri-Site and the City of London Police initiative. This is implemented at network level and automatically applies to campaigns managed within the DSP.

For Direct Buys, Network Buys and Managed Service, the following applies:-

- For Direct Buys domains are vetted by the GroupM Media team for approval and external parties will curate the supplied inventory mix on the basis of Xaxis's Brand Safety guidelines.
- Publishers are legally obliged to implement the GroupM Blacklist as specified within the GroupM Publisher Terms and Conditions before Xaxis begin trading with that partner. The domain list is supplied in the form of a web link to ensure that publisher contacts can access the most recent inappropriate lists.

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	- Full domain transparency must be given and Integral Ad Science (IAS) tracking must be allowed by the publisher and Xaxis UK reserves the right to change the inventory mix if Brand Safety standards are not met. - GMSM book inventory in bulk with top performing publishers and Xaxis use 3rd party market leaders such as Doubleverify and IAS as partners. Ongoing monitoring and reporting related to anti-Ad Fraud is routinely conducted by Xaxis's campaign management team on a daily basis. In addition an Inventory Management Report is run weekly to keep up to date and monitor any spike percentages related to the suspicious activity score.
5 Implement technology to detect and prevent fraud	Xaxis's Brand Safety policy describes measures in place to detect and prevent fraudulent traffic using technology. All campaigns are run on a whitelist of vetted sites. Xaxis uses Integral Ad Science (IAS) monitoring tags to monitor fraudulent activity and their Inventory Management Tool to detect and prevent non-human traffic. Integral Ad science (IAS) is mandatory for all campaigns. The types of fraud that the tool looks for is: GIVT - General Invalid Traffic, SIVT - Sophisticated Invalid Traffic, Bots, Hidden Ads and Incentivised Browsing. In addition Xaxis are happy to use any other tools that a client may request eg Forensiq Xaxis investigates anomalies when comparing publisher performance analytics (by URL) to first or third party campaign performance analytics. Xaxis campaign management teams will look into discrepancies and investigate when anomalies such as click percentage is high utilising data from AppNexus and Doubleverify. The action taken would then result in the seller being blacklisted and communication sent out to all teams notifying them of the action taken.
6 Filter traffic through vendors who prioritise fraud detection	Xaxis have a vetting and testing process before inventory sources are integrated into their systems. See GPP4. Xaxis use Integral Ad Science (IAS) on all campaigns. See GPP5.

XAXIS

Verified by

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

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