

UK Good Practice Principles certificate



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Business/Brands verified:	Technology
Service provided:	iotec Global
Month of verification:	August 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>iotec keep up to date on advancements in ad fraud by regularly attending meetings at the Interactive Advertising Bureau (IAB) and JICWEBS town hall meetings.</p> <p>iotec has an internal brand safety and ad fraud policy which explains the different types of ad fraud and the measures iotec takes to identify and minimise ad fraud. The policy covers the methodologies used, covering topics such as bot detection & click fraud and ongoing fraud & brand safety monitoring.</p> <p>All new members of staff receive awareness training on ad fraud with in-depth training for the relevant operational teams to develop expertise relating to eliminating ad fraud.</p> <p>In addition, iotec have an internal system called 'Slack' where staff can share information on industry topics including a designated section on ad fraud.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>iotec make reference to ad fraud in their Brand Safety Policy which is available on their website www.iotecglobal.com/brand-safety-policy</p> <p>iotec's internal brand safety and ad fraud policy also explains the different types of ad fraud and the measures iotec takes to identify and minimise ad fraud.</p>

Good Practice Principles	Description of compliance with the Principles
	<p>iotec’s systems use a range of techniques to mitigate against buying non-human traffic. They have a proprietary bot detection algorithm named “Availability” which analyses the exchange feeds, determines if each user’s behaviour is suspicious, and flags it to be blacklisted as a potential bot. These users will not be bid on by iotec’s systems.</p> <p>iotec carry out cookie matching and review age limits of cookies. Iotec do not bid on a user if it is the first time their cookie has come through an auction feed and not until cookies are a certain age.</p> <p>Integral Ad Science (IAS) can also, on client request, be used post-bid to verify fraud metrics to validate and monitor iotec’s internal detection tools.</p> <p>iotec use a number of tools for ongoing ad fraud monitoring, these include:</p> <ul style="list-style-type: none"> • Analysis of real-time bidding using our auction response feedback • Analysis of on-site audience behaviour using our pixels • Vetting campaigns for approximate CPM and impression estimates to set a benchmark • IAS URL filtering • Click Heat Map Analysis • Application of Ads.txt <p>All tools referred to above, and in the sections below, are non-JICWEBS certified and not tested by ABC.</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>iotec’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.</p> <p>Campaign objectives vary between clients for ad fraud, these are reported on the campaign summary reports and can include, Cost Per Acquisition/Action (CPA), Cost per Thousand (CPM) Click Through Rate (CTR), conversions and engagement. Where CTR metrics are used these are monitored closely against benchmarks to identify higher than average rates.</p> <p>iotec measure campaign performance using their internal data, but also track using external client's data set up through third party reports.</p>
<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p>iotec has a vetting process, including a checklist of questions that need to be completed before accepting a new inventory supply partner. Questions include the inventory sources, the types of publishers, the selection process, whether the inventory is direct or through other exchanges.</p>

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	<p>iotec also ask how the partners manage ad fraud and brand safety, and whether they have any accreditations (e.g. JICWEBS DTSG and/or Online Ad Fraud). In addition iotec only work with industry leading and recognised partners. They check in regularly with their partners to establish what ad fraud measures they have in place and how they vet sites.</p> <p>Prior to iotec’s sales team sending out proposals to new clients, Campaign Operations are often asked to provide CPM estimates and approximate inventory volumes such as: average CPM, average number of impressions, average number of unique impressions and sites that generate the highest volume of inventory. Using this data, iotec can benchmark the expected CPM and impression volumes to sit. Should there be a massive variation between the initial estimates and the actual live campaign, an internal investigation will verify the bidding activity of campaigns.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p>iotec have a proprietary bot detection algorithm named “Availability” which analyses exchange feeds. Suspicious behaviour is flagged and blacklisted as a potential bot.</p> <p>Integral Ad Science (IAS) can also, on client request, be used post-bid to verify fraud metrics to validate and monitor iotec’s internal detection tools.</p> <p>iotec also have a supplementary internal system, (The Darkmap,) which takes the traffic information from IAS and ranks pages and domains based on this feedback. The Darkmap provides ad fraud filtering for iotec’s exchange feeds, allowing them to filter out websites which are suspected of fraud during the life of the campaign.</p> <p>iotec can utilise their internal pixel data to monitor auto-initiated starts and completions.</p>
<p>6 Filter traffic through vendors who prioritise fraud detection</p>	<p>iotec operate inventory source vetting, (see GPP4) and can use Integral Ad Science on campaigns. (See GPP5).</p>

Verified by

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Statement of verification provider:

We have reviewed iotec'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, iotec 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.