

DTSG Brand Safety Certificate



MOBSTA

Mobsta
 97 Charlotte Street
 London
 W1T 4QA
<https://www.mobsta.com/>

Business/Brands Certified:

Mobsta

Service provided:

Reseller, Technology

Month of verification:

May 2020

Good Practice Principles

How Mobsta complies

1

The Buyers and sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.

Digital display advertising transactions are governed by Mobsta Insertion Orders that contain Mobsta standard Terms and Conditions, which are located at the following link: <https://www.mobsta.com/terms-conditions>

Mobsta also sign IOs agreeing to buyer's own Ts&Cs.

All accounts in the UK are managed.

Mobsta has an agreement with a DSP partner.

2

A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers' and Sellers' intention as to where the advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

The Mobsta IO and/or Campaign Brief specifies the targeting instructions and where advertising should / should not appear.

Buyers own IOs and Ts&Cs also make reference to targeting instructions and where advertising should / should not appear.

Mobsta has global appropriate schedules (whitelists) from which buyers can select sites or apps to run against their campaign.

Buyers can also provide Mobsta with their own appropriate schedule (whitelist) to run against their campaigns.

Mobsta has an inappropriate schedule (blacklist) which is run across all campaigns.

Buyers can also provide Mobsta with their own inappropriate schedule (blacklist) to run against their campaigns.

3

Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

Mobsta confirm the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

“Mobsta is committed to protecting brands against the major issues plaguing brand safety facing the mobile display market. The processes that Mobsta have implemented to minimize risk to advertisers and ensure their ads are served in a safe environment are outlined below.”

The Mobsta Brand Safety Policy can be found here: <https://www.mobsta.com/brand-safety-policy>

A link to the Brand Safety Policy is also included on Mobsta’s email signatures and Insertion Orders.

4

Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

The Mobsta Brand Safety Policy explains the processes applied to minimise ad misplacement as follows:

Quality Assurance and Whitelists

Mobsta’s partner DSP Platform provides the ability to whitelist traffic sent via SSPs and their existing filtering mechanisms. Emodo applies Mobsta’s stated requirements when vetting new publisher content to add to any general-use whitelists.

Mobsta has access to publisher-level detail about the composition of whitelists (as well as reporting of which publishers a campaign serves against) to review these before and during a campaign’s run.

Mobsta is also willing to work with agencies and advertisers to build whitelists that meet their brand safety standards.

Blacklist policy

Mobsta’s partner DSP Platform provides the ability to blacklist publisher applications from campaigns based on specified criteria as defined by the agency or advertiser, within their proprietary user interfaces.

Third Party Verification

Mobsta use the IAS monitoring tool (non JICWEBS certified) across all campaigns to provide measurement of key metrics including brand safety.

Mobsta can also run client provided tags so that agencies and advertisers are able to measure with their preferred vendor of choice.

5

Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.

The signatory’s take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.

Mobsta’s Takedown policy is included in their Brand Safety Policy which is communicated via a link in their email signatures. It states:

“If Mobsta becomes aware of a Brand Safety violation or ad misplacement, we will attempt to take prompt steps to block and/or remove the problematic publisher application. The publisher application may be blacklisted or the campaign may be paused by Mobsta whilst the relevant parties (Mobsta/client) investigate, based on the nature of the request. All take down requests received within business hours (Monday-Friday 730am-530pm) will be executed within one working day, or within the timescales specified in individual terms and conditions, with best practices for expediting this request as soon as possible.”

Good Practice Principles	How Mobsta complies
	<p>"The contractual consequences of not taking down an advertisement in accordance with agency/advertiser request are agreed with Mobsta on a case-by-case basis. Mobsta will fully investigate the cause of the violation and take any necessary actions to prevent a recurrence."</p>
<p>6 The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.</p>	<p>Mobsta have internal procedures in place for handling, tracking and monitoring complaints raised under DTSG Logged Complaint Monitoring Procedure.</p>
<p>7 Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?</p>	<p>All applicable brand safety policies and procedures are addressed above.</p>

Statement of verification provider:

We have reviewed Mobsta’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety 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 misplacement.

In our opinion, at the time of our review, Mobsta had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

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

About JICWEBS

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply from side platforms and publishers.