

DTSG Brand Safety Certificate

Quantcast

Quantcast
 189 Shaftesbury Avenue
 London
 WC2H 8JG
<https://www.quantcast.com/>

Business/Brands Certified:

Quantcast

Service provided:

Reseller, Technology

Month of verification:

June 2019

Good Practice Principles

How Quantcast 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 advertising transactions are governed by Quantcast insertion orders referencing Quantcast's Advertise Insertion Order Terms and Conditions which are available to view here:

<https://www.quantcast.com/terms/insertion-order-terms/>

Quantcast will agree to buyers' insertion orders containing the buyers' Terms & Conditions.

Quantcast also has signed agreements with the advertising exchanges with which it trades.

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.

Quantcast and buyers insertions orders contain targeting instructions of where advertising should (or should not) appear.

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

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

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

Additionally, buyers can provide Quantcast with their own whitelist or blacklist to run against their campaigns.

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

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

Quantcast confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy.

The Brand Safety Policy is located at the following link:

<https://www.quantcast.com/en-uk/brand-safety/>

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

Quantcast explains the processes that form the basis of the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy.

In summary, these processes are as follows:

“An inappropriate schedule is used on all campaigns and prevents a bid being made to serve an ad impression on any of the listed sites. It is regularly updated with reports from CV Tools when used on campaigns, from reviews of domains served on during campaigns and from ad-hoc requests from clients. Clients may add additional sites to the schedule on a campaign specific basis.

When it is agreed during the Insertion Order process that a client’s own appropriate schedule should be used then ad buying for that campaign is restricted to sites on this list.”

Additionally, Quantcast are able to block specific key words for campaigns that are running on news sites.

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.

Quantcast’s Take Down Policy is included in their Brand Safety Policy on their website and states:

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.

“1. ...We regularly review the domains that ads are served on and also receive reports from Content Verification Tools on campaigns where these tools are used. Upon discovery or notification of inappropriate sites or content, our inappropriate schedule is updated which in real time applies the block to all campaigns from that time on. Contractual elements of this policy are IO specific.

2. Reported ads are taken down within max. 2 working days.”

6 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?

Statement of verification provider:

We have reviewed Quantcast’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, Quantcast 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.