

UK Good Practice Principles certificate



CADREON

Company: Cadreon,
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<https://www.cadreon.com/>

Business/Brands verified:	Cadreon UK
Service provided:	Agency
Month of verification:	October 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>Cadreon keep up to date on advancements in ad fraud by regularly attending meetings at industry bodies such as the Internet Advertising Bureau (IAB), JICWEBS town hall meetings, and meetings with 3rd party ad fraud vendors. Cadreon also subscribes to regular newsletters from ad-fraud vendors, including Integral Ad Science (IAS), DoubleVerify (DV) and MOAT.</p> <p>Cadreon has an internal training policy which includes training for relevant staff to understand ad fraud and the technology available to identify and minimise ad fraud. This course is compulsory for every new starter and includes a marked test that needs to be passed in order to complete the course.</p> <p>In addition, Cadreon have monthly meetings where staff may attend to understand all areas of programmatic trading including Ad Fraud. Specialist training for “hands on” roles is conducted directly with 3rd Party Vendors including IAS and DV.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Cadreon’s policies and strategies to identify fraud and mitigate its impact include:</p> <ul style="list-style-type: none"> • Avoid easy to fake campaign goals by aiming to sync with an offline ID wherever possible and when retargeting the conversion metric is kept as human as possible. • Monitor ad fraud by working with 3rd Party vendors, primarily Integral Ad Science on a post-bid basis.

Good Practice Principles	Description of compliance with the Principles
	<ul style="list-style-type: none"> Manage blacklists by blacklisting domains and URLs that are identified as having high levels of ad fraud. Investigate current open exchange suppliers to identify any fraudulent or suspicious inventory. Avoid unfiltered open exchanges by not bidding on unrateable traffic and working with publisher to build private marketplaces Working of agreed whitelist where requested Blocking payment for fraudulent impressions. Working only with publishers (via Cadreon’s chosen DSPs) that support ads.txt Regularly review automated reports from 3rd party tech vendors to identify any irregularities Educating staff on industry benchmarks for key metrics
3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	<p>Cadreon’s campaign objectives are agreed with their buyers prior to campaign set up and are documented in the IOs or Media Plans .These objectives are discussed and guidance is provided to avoid outcomes that could result in a high level of fraudulent inventory.</p> <p>Regular meetings are held between Cadreon and its Client’s and their representatives to ensure the full knowledge and experience is shared.</p> <p>Main objectives may include clicks / views / Viewability / CPA / visit objectives as the final decision on the objective comes from the buyer. Where there are objectives that contain these metrics, Cadreon benchmark against industry standards and monitor these metrics regularly to ensure any potentially fraudulent traffic is identified and removed as soon as possible.</p>
4 Practice safe sourcing and trust only business partners who have earned trust	<p>Cadreon work directly with a number of DSPs, when partnering with a new DSP there is a number of areas that are evaluated to identify that the partner can be trusted including:</p> <ul style="list-style-type: none"> - Optimisation towards certain campaign objectives - Data management - Targeting - Inventory through a number of 3rd parties - Vendor integrations - Brand Safety / Fraud Integrations - Audience validation - Reporting <p>Cadreon consult post-bid reporting from their 3rd Party Vendors including IAS or DV regarding running on domains and monitor closely any new activity that launches on a brand new inventory source removing any suspected of being fraudulent.</p>

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5 Implement technology to detect and prevent fraud	<p>Cadreon work with Integral Ad Science to detect and prevent ad fraud. Integral Ad Science’s Ad Fraud tool is run on all campaigns to identify potentially fraudulent impressions.</p> <p>Reporting from IAS’s is analysed on a campaign and placement level on a daily basis. Where the reporting identifies high levels of fraudulent traffic this is investigated.</p> <p>Furthermore as part of the DSP evaluation, Cadreon identify that the DSP has a solution / commitment to Ad Fraud.</p>
6 Filter traffic through vendors who prioritise fraud detection	<p>Cadreon use Integral Ad Science third party tool on all campaigns. Also see GPP 5.</p> <p>Cadreon vet new vendors using a standard question set. See also GPP 4.</p>

Verified by

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Statement of verification provider:	<p>We have reviewed Cadreon’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, Cadreon had established policies to minimise the risk of ad fraud as described in the JICWEBS Good Practice Principles.</p>
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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.