

UK Good Practice Principles certificate



Company: Knorex
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Business/Brands verified:	Knorex
Service provided:	Technology
Month of verification:	January 2019

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>Knorex keep up to date on advancements in ad fraud by subscribing to newsletters from industry bodies and 3rd Party Vendors including (but not limited to) IAB, JICWEBS, TAG, Forensiq and Moat.</p> <p>All new members of staff receive awareness training on Knorex’s Advertising Policy and Quality Control. The training includes modules on Knorex’s Brand Safety and Ad Fraud measures. There is further ad fraud training for the relevant operational teams to develop expertise relating to eliminating ad fraud.</p> <p>Knorex additionally hold regular drop in sessions for staff who would like to know further information on specific topics including ad fraud.</p>
<p>2 Adopt policies and strategies to identify fraud and mitigate its impact</p>	<p>Knorex’s Advertising Policy and Quality Control details the types of fraudulent traffic that are excluded from the Knorex marketplace.</p> <p>A link to the policy can be found here: https://docs.knorex.com/display/XPO/Advertising+Policy+and+Quality+Control</p>

Good Practice Principles	Description of compliance with the Principles
	<p>Additionally, Knorex have internal guidelines on how they detect and prevent fraudulent impressions including:</p> <ol style="list-style-type: none"> 1) All inventory is sourced through vetted ad exchanges. 2) Implementation of lists of known robotic traffic, for example IAB / ABC Known Bots and Spiders List. 3) Not bidding on impressions that are classed as Suspect of High Risk by 3rd Party Vendor, Forensiq's Pre-Bid Risk Assessment. 4) Monitoring of inventory source channels for fraudulent activity.
<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>Knorex'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>Knorex work to four types of objective:</p> <ul style="list-style-type: none"> • Cost Per Thousand (CPM) • Cost Per Click (CPC) • Cost Per Completed View (CPCV) • Cost Per Lead (CPL) <p>Where campaigns are focussed towards objectives that are easier to falsify, Knorex work towards industry benchmarks to identify higher than average rates.</p>
<p>4 Practice safe sourcing and trust only business partners who have earned trust</p>	<p>Knorex only work with exchanges and do not source traffic directly from the publisher.</p> <p>A part of Knorex's due diligence, new partners are required to complete a questionnaire which includes questions how the exchange addresses ad fraud.</p> <p>All new partners go through an initial integration phase where inventory is analysed to check that the quality of traffic meets Knorex's standards. This includes monitoring levels of ad fraud and where fraudulent inventory reaches pre-defined levels Knorex may stop working within the partner.</p>
<p>5 Implement technology to detect and prevent fraud</p>	<p>Knorex use Forensiq's Pre-Bid Risk assessment on all campaigns and do not bid on inventory that is classified as suspect or high risk. Monitoring is carried out on both a campaign level and exchange level.</p> <p>Moat can also, on client request, be used post-bid as a further layer of protection against fraudulent activity.</p> <p>Knorex also use the IAB / ABC bots and Spiders list.</p> <p>Knorex's internal technology enables buyers to create specific list to enable the buyer to block placements either by site name or keyword.</p>

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6 Filter traffic through vendors who prioritise fraud detection	Knorex operate inventory source vetting, (see GPP4) and can use Forensiq Pre-Bid Risk Assessment on campaigns. (See GPP5).

Verified by

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Statement of verification provider:	<p>We have reviewed Knorex’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, Knorex 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.