JIC|WEBS

UK Good Practice Principles certificate

ANTI AD FRAUD JIC|WEBS **VALID TO:** abc **FEBRUARY 2020**

OMG Omnicom MediaGroup

Company:	Omnicom Media Group UK Ltd 90-100 Southwark Street London SE1 0SW https://www.omnicommediagroup.com/

Business/Brands verified:	Omnicom Media Group UK including Hearts & Science UK, Manning Gottlieb OMD, OMD UK, PHD UK
Service provided:	Agency
Month of verification:	January 2019

Findings

	Good Practice Principles	Description of compliance with the Principles
1	Educate yourself about traffic fraud and the risks that it poses to your business	Omnicom Media Group UK (OMG UK) ensure that they are well-informed about ad fraud detection through various channels. OMG UK is represented and involved in many industry body working groups that have been specifically set up to help combat fraud and protect brands in the digital ecosystem, including IPA. The strong relationships OMG UK have with key industry bodies and vendors guarantee that they are kept abreast of the latest developments in relation to the subject. Monthly newsletters are sent from relevant companies and regular review meetings are held with key stakeholders and vendors. In addition to this, their primary verification partner provides quarterly updates including reviews of the marketplace. It is compulsory for all OMG UK staff, and part of all new starters' probations, to complete internal training courses that cover digital marketing practices. 'Ad verification, brand safety and ad fraud' forms a core component of this training and is covered via written materials and in hands-on practical sessions with team leads and their primary verification partner. OMG UK have an internal training team that facilitate this and track training completions.

Good Practice Principles	Description of compliance with the Principles
	OMG UK maintain an intranet site which enables knowledge sharing across the group. All relevant information on ad fraud is hosted here and is fully searchable to ensure easy accessibility.
2 Adopt policies and strategies to identify fraud and mitigate its impact	OMG UK have a range of internal policies that dictate their approach to Brand Safety and Ad Fraud which include, but are not limited to, the following areas: - CV Tool pre-bid and post bid features - DSP pre-bid filters - Stringent Inventory Policy - The use of ads.txt - Use of OMG UK's proprietary software for maintaining Inclusion and Exclusion Lists - As standard best practice Verification software runs across all programmatic and direct campaigns unless specified otherwise by the client OMG UK have additional policies for YouTube which include: - Targeting settings - Inventory selection and access leveraging 3rd party and proprietary technology - 3rd party measurement leveraging various partners OMG UK review all policies and partners on an annual basis, or as required by events, to determine whether this still reflects their business. OMG UK regularly review inventory for fraudulent traffic. Where Ad fraud levels pass the internal thresholds, OMG UK conduct a thorough review of the inventory to determine the cause and feed this back into their Inclusion and Exclusion Lists. Details of how OMG UK review the inventory including the frequency of these checks and level of fraud are included in OMG UK's Ad Fraud Report Management document. The tools referred to above and in the sections below are non JICWEBS certified for ad fraud and have not been tested by ABC.
3 Set clear objectives for your media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify.	Campaign objectives are agreed by way of Insertion Orders (IO's). Common objectives include (but are not limited to) Cost per Acquisition (CPA), Click Through rate (CTR), Cost per Click (CPC), Cost per view (CPV), Return on Investment (ROI) and % and time in view. All campaigns go through a quality review to ensure that campaigns are set up in accordance with the objectives previously agreed with the buyers. All campaigns are monitored on a daily and weekly basis to ensure that objectives are met. Monitoring includes DSP (for programmatic) and verification partners data.

Good Practice Principles	Description of compliance with the Principles
	OMG UK constantly review their ad fraud reporting against industry benchmarks.
	If fraud levels reach OMG UK's internal thresholds, they conduct a thorough review of the inventory to determine the cause and automatically feed this back into their Inclusion and Exclusion Lists.
4 Practice safe sourcing and trust only business partners who have earned trust	OMG UK have a rigorous approach to publisher verification. They require all new publishers to return a comprehensive survey, providing their approach to verification and brand safety upfront which covers various areas from vendors used to traffic sources.
	OMG UK's internal Brand Safety Policy also states that websites must meet certain criteria (verified by 3rd parties where relevant) for them to be added to OMG UK's brand safe Inclusion List.
	Once domains have been approved, all are subject to a testing phase where OMG UK determine that the traffic supplied meets OMG UK's standards.
	OMG UK review all policies and partners on an annual basis, or as required by events, to determine whether this still reflects their business.
5 Implement technology to detect and prevent fraud	OMG UK have clear processes in place to manage their inventory sources, which includes reviewing the individual publishers on a placement level. This process is managed centrally and then pushed to all DSPs via API, where technically possible, so the latest information is always available to buyers.
	In addition, all inventory is vetted and monitored regularly to ensure levels of fraudulent activity are kept below OMG UK's thresholds. Where levels rise above these thresholds, the campaigns are reviewed to identify fraudulent activity. This information is then fed back into OMG UK's central tool for maintaining Inclusion and Exclusion Lists.
	OMG UK use their primary verification partner on both a pre-bid and post-bid basis to block suspected fraudulent activity on eligible formats and inventory.
	OMG UK compare log level data from the DSP to their primary verification partner's reporting to review inventory for domain spoofing. Where domain spoofing is identified, this is fed back into OMG UK's Inclusion and Exclusion lists.
	Where available, and applicable, OMG UK use ads.txt to ensure that each SSP is an authorised seller.
	As part of the vetting process, OMG UK leverages 3rd party companies that provide website traffic, statistics and analytics to confirm legitimacy and scale of site.

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6	Filter traffic through vendors who prioritise fraud detection	OMG UK vet all publishers prior to being added to their Inclusion list (see GPP4) and use third party ad verification tool pre-bid and post-bid on all campaigns (see GPP5).

Verified by

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

abc

Statement of verification provider:	We have reviewed Omnicom Media Group UK'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, Omnicom Media Group UK 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.