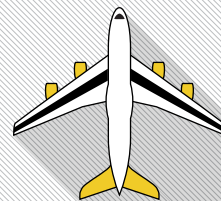




# BRAND SAFETY ON BOARD



## A PRIMER ON BRAND SAFETY AND VIEWABILITY



No Low-Quality Ads



No Suspicious Traffic



No Suspicious Clicks



No Click Fraud



No Bots



No Malware

### BRAND SAFETY

Brand safety refers to practices and tools that ensure an ad will not appear in a context that can damage the advertiser's brand.

Most programmatic vendors have at least three levels of evaluation to ensure your ads are only placed in brand positive environments.

#### 1. PRE-IMPRESSION

Global and client specific blacklist of publishers.

#### 2. DURING THE CAMPAIGN

Real-time filtering and blocking of undesired publishers.

#### 3. POST-IMPRESSION

Impressions and click analysis generate create powerful insights and recommendations for the next wave of the campaign.

Automated Quality Control



Human Auditing Team

### VIEWABILITY

Viewability is an online advertising metric that aims to track only impressions that can actually be seen by users.

The IAB defines a "viewable" impression as one that's at least 50% visible for at least 1 second, but each programmatic vendor uses various methods and technologies to establish whether impressions meet those criteria or not.

### FRAUD PREVENTION

Fraud prevention aims to detect and avoid clicks from botnets in advertising auctions.

Most programmatic vendors have developed their own technology to identify non-human traffic, click fraud and low-quality publisher websites. Typically they should also have a team of experts who inspect and report suspicious sites, traffic and clicks.



CHANGO WORKS WITH MANY ORGANIZATIONS SPEARHEADING BRAND SAFETY AND AD FRAUD DETECTION: THE IAB, MEDIA RATING COUNCIL INC., DTSG BRAND SAFETY, INTEGRAL ADSCIENCE, PROXIMIC & DOUBLEVERIFY.