




doubleclick
by Google™





5 Keys to Protecting Brand and Budget


A guide to verification for digital marketers

Table of Contents

-  Investing with confidence in a complex digital marketing landscape

-  The 5 keys to protecting your brand and budget
 - 1. Robust insights
 - 2. Seamless integration
 - 3. All formats, screens, and channels
 - 4. Objective and transparent
 - 5. Empowers action

-  Putting the 5 keys into action

-  About DoubleClick Verification

Investing with confidence in a complex digital marketing landscape

As a digital marketer, you're closer than ever to the holy grail of delivering the right message to the right user at the right time and place, even with the ever-expanding opportunities to connect with your audience. You can engage them with a variety of formats - from video to rich, interactive HTML5 ads. You can reach them across a growing plethora of screens. And you can do all of this smarter and faster than ever, with real-time technologies like programmatic buying.

But these rich options in formats, inventory sources, and types of buys have also added complexity to the ecosystem. It's paramount that your messages reach your audience as intended, and that you're getting what you paid and planned for.

Verification: The basics

Verification solutions protect your brand and budget by ensuring your messages only appear next to appropriate content and that your marketing dollars are well spent. They help you answer questions like "Are my messages reaching my target audience as intended?" and, "Am I getting what I paid and planned for?" by validating the delivery of your ads and ensuring brand safety. They help you more confidently invest in digital, and enable smarter media buys - and ultimately drive transparency and integrity in the ecosystem.

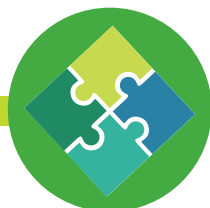
Finding the right verification solution

As the need to validate brand safety and ensure quality impressions increases, a variety of verification solutions have entered the market. Finding the right solution is crucial. It has implications on your brand, budget, time, and campaign performance. When evaluating a winning verification solution, consider the following five keys to protecting your brand and budget:

5 keys to protecting your brand and budget



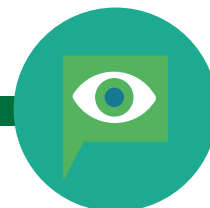
1. Robust insights



2. Seamless integration



3. All formats, screens, and channels



4. Objective and transparent



5. Empowers action



Key 1

Robust insights



Contextual insights

Contextual insights let you know where your ads are delivered to make sure that they aren't reaching pages with content that would be inappropriate or harmful to your brand.

An empowering verification solution will let you define what brand safety means to you, as one advertiser's unsuitable content may be home to another advertiser's next lead. For example, an airline advertiser may want to avoid advertising next to content about transportation accidents whereas an insurance advertiser may actually want to reach those audiences. One-size-fits-all brand safety will simply not do.

To help you define brand safety, your verification solution should enable protection across predefined categories (such as suggestive, violent, or adult), as well as custom categories that meet your specific needs based on what may or may not be suitable for your brand.



Geographic insights

Your verification solution should provide definitive geographic insights to let you know how many impressions fell outside of your desired geo-targeting range.

Running in off-target geographies is wasteful and can have additional ramifications. For example, if your business only ships to the U.S. and Canada, then ads showing in any other geographies would be wasteful. With insight into the extent of the waste, you can take steps, such as requesting a make-good from a publisher and direct your budget back into productive activities. Another example of where geo insights are crucial is if your ads align to different laws in different jurisdictions. In instances like this, an off-target ad could be breaking a law. For ultimate protection, your verification solution should block off-target ads from ever serving, thus protecting you from potential legal liability.



Viewability insights

Higher levels of viewability make for a better use of your advertising budget because audiences can only respond to ads they've actually seen. For certain campaigns, particularly brand campaigns, you may be thinking about valuing, buying, and optimizing to viewable impressions. Your verification solution should help you get there. A solution that provides easy access to viewability insights can help you refine your campaigns on an ongoing basis to get more of your ads in view.

"At VivaKi, we're passionate about viewability because an ad served that is not viewable is an inefficient use of our clients' resources," says VP Audience Media Strategy Phil Shih.



Spam and fraud insights

Ad spam and fraud is a serious threat to the digital ecosystem. Illegitimate and non-human traffic sources can waste your budget on impressions that are incapable of driving results. These impressions can also distort campaign results, leading to poor decision making and more waste.

The IAB describes the problem of spam and fraud this way: "There exists a set of ad-related actions generated by infrastructure designed...to extract the maximum amount of money from the digital advertising ecosystem, regardless of the presence of an audience. There also exists a set of actions generated in the normal course of internet maintenance by non-human actors – search engine spiders, brand safety bots, competitive intelligence gathering tools. These and other actions, whether they be page views, ad clicks, mouse movement, shopping cart actions, or other seemingly human activities, must be expelled from the supply chain."¹

Your verification solution should function based on the IAB's assertion to expel non-human traffic from the supply chain by detecting and filtering it. It should go a step further to provide the maximum transparency into the type of threats that you're exposed to.



Key 2

Seamless integration

Why go outside of your ad management platform to verify your campaigns, when it should be a seamless part of the workflow? Verification should be seamlessly integrated into the same system that handles buying, trafficking, serving, and reporting. This will save you time, and make your data-driven insights more accurate and actionable - in real-time.

A natively integrated solution saves you time by allowing for an effortless setup with no extra tagging. In contrast, all point solutions require extra tagging. Their resulting third-party verification tags can have issues with latency and ad serving, which have been shown to damage 10-15% of ad impressions.²

"I believe the best functionality of verification is when it is integrated within the ad server. It all starts with safety and validation of the I/O -- and that lives within the capabilities of the ad server. The most efficient method is to tap into those native capabilities that the ad server offers."

-- Julian Zilberbrand,
EVP Activation Standards, Insights & Technology,
ZenithOptimedia Group

An integrated digital marketing platform can act on real-time, data-driven insights in ways that point solutions can not. For example, point solutions may do fine at detecting fraud and informing you of the associated threats, but an integrated platform can take immediate action on your behalf by filtering out offending traffic. It's important for a verification solution to automatically remove spam and fraudulent activities from reporting, so that you can make decisions based on accurate campaign performance data. The same should occur for billing, so that you don't have to pay for impressions that are incapable of driving results.

Further, verification insights provide the most value when they are viewed holistically for a campaign. You should be able to get these insights alongside the rest of your campaign metrics, for a single source of truth.

Key 3



All formats, screens, & channels

eMarketer predicts double-digit annual growth in digital video advertising for at least the next four years.³ Video verification is part of this rapidly expanding digital frontier. Currently, there are no set standards, but that shouldn't stop you from expecting video verification capabilities - with special protections unique to the format. This includes insight into the locations and sizes of your video impressions. Without this, you have no idea if video impressions are running in big video players, front-and-center, or in small video players that are off to the side of the screen. You may be paying the same for both, even though one can have a much greater impact than the other. This kind of transparency for digital video advertising is needed as larger budgets flow into digital video.

Further, your verification solution should work across desktop, smartphones, and tablets. It's important to ensure that all your brand safety, viewability, and spam filtering protections apply equally across all screens.

In addition to working across all formats and screens, your solution should protect you across any type of media buy. Programmatic spending is expected to rise more than 50% this year to reach \$21B worldwide by the end of 2014, according to Magna Global.⁴ With more and more money being spent through programmatic buying, it's essential that you are validating the delivery and quality regardless of whether your campaign was bought via reservation or programmatic channels.

A winning verification solution should work in all the ways your digital campaign works. Your brand and budget should be protected in all scenarios across formats, screens, and channels.



Key 4

Objective & transparent

The whole notion of verification is based on objectivity. As such, it's paramount for a verification solution to be scientific and fact-based. Further, it should compliment this objectivity with transparency. A transparent solution will communicate the insights produced with measurement and analysis, in real-time, when issues are detected or prevented. For example, when your ads are automatically blocked from showing, your verification solution should tell you why and show you a screenshot of the undesired or inappropriate content. Or, when spam is filtered out of your billing and reporting, your verification solution should tell you the source of the spam and the number of impressions affected. All detected issues should be communicated to you with accurate reporting, screenshots, and notifications.



"Buying digital media is much more complex today than it used to be. Transparency into where ads are serving is critical to ensuring our ads are being served in the right place, and next to the right content."

-- Nick Foord,
Analytics Consultant, MEC



Key 5

Empowers action



Insights are useless without a way to act on them. It's crucial that your verification solution empowers action in real-time through automation.

Your solution should automatically ensure that your messages only appear where you want your audience to engage with them, by blocking ads from showing in unwanted contexts. Ad blocking should use your definition of brand safety to prevent your messages from appearing in the contexts that you've specified as inappropriate, such as suggestive, violent, adult, as well as custom contexts.

Some issues may benefit from human intervention, so it's important for a verification solution to alert you when these issues arise, and empower efficient decision making. For example, you should be able to set a preference to receive an alert if viewability for your campaign drops below 75% or if more than 3% of your campaign is serving in off-target geographies. These intelligent alerts allow you to spend a minimal amount of time reviewing and resolving issues. Then, granular verification reports should be available for review to help inform next steps. Verification may surface issues that require changes to a contract, the addition of a publisher to a blacklist, or other similar responses. That's why it's so important that your solution helps empower action.

Using the 5 keys to protect your brand and budget

Digital media is complex and constantly evolving. The right verification solution will help you make the most of new opportunities while ensuring safety for your brand and making every digital marketing dollar count.

To help you in the consideration process, here are some questions to ask which align to each of the five keys.

Key 1: Robust insights | Questions to ask:



- What issues does the solution provide insight into?
- What contextual insights does it support to ensure brand safety?
- What geographic insights are available to verify accurate geo-targeting?
- Are viewability insights offered to track the percentage of my ads that are being seen?
- What kinds of spam and fraud insights are available?

Key 2: Seamless integration | Questions to ask:



- How does the solution integrate with campaign management functions? Is it an effortless part of every digital campaign, or are extra steps and resources needed to implement the solution?

Key 3: All formats, screens, and channels | Questions to ask:



- Does the solution work across mobile and video?
- How does it work across both reservations and programmatic buys?

Key 4: Objective and transparent | Questions to ask:



- How does the solution operate objectively?
- How does it operate transparently?

Key 5: Empowers action | Questions to ask:



- How does the solution leverage ad blocking to take action in real-time?
- How does the solution notify me of issues in real-time?

With these questions, you will be empowered to choose the right solution to protect your brand and budget.

About DoubleClick Verification

DoubleClick Verification is a free solution built seamlessly into the DoubleClick Digital Marketing platform. Designed to meet and exceed the IAB ad verification guidelines, DoubleClick Verification helps you maximize campaign performance while ensuring brand safety.

Here's how DoubleClick Verification aligns to each of the five keys to protecting brand and budget:



Key 1: Robust insights

a) What issues does the solution provide insights into?

DoubleClick Verification provides a broad range of real-time insights into contextual, geographic, viewability, spam and fraud issues.

b) What issues does the solution provide insights into?

DoubleClick Verification provides in-depth **contextual insights** into when and where your ads are served, in order to protect your brand from appearing next to harmful or inappropriate content. We report on 18 pre-defined categories, including adult, violence, alcohol, politics, profanity, religion, and accidents. These insights are supported in 11 languages.

In addition, you can create custom categories. To ensure accuracy, DoubleClick uses the Google Knowledge Graph to understand the true meaning of specific keywords you want to block. For example, if you choose to block "Apple", our system will ask whether you mean Apple the company, apple the fruit, or the 1980s movie "The Apple." This flexibility and specificity helps protect your brand across a wide array of potentially harmful content.

c) What geographic insights are available to verify accurate geo-targeting?

Geographic insights in DoubleClick Verification give you transparency into where your ads are being requested to serve, like the percentage of impressions reaching geographies you've targeted, along with those you did not.

d) Are viewability insights offered to track the percentage of your ads that are being seen?

Active View is Google's solution for measuring and buying viewable impressions, and it's built directly into DoubleClick Verification. You can optimize your campaigns by spending more money on the publishers and placements that have high viewability, and by adjusting bids for your programmatic buys based on viewability insights.

e) What kinds of spam and fraud insights are available?

At Google, we take **spam filtering and fraud protection** very seriously. With over 100 engineers committed to this effort, we removed more than 350 million bad ads from our system last year.⁵ DoubleClick Verification draws from Google's spam and fraud expertise to detect non-human traffic and filter it out of reporting and billing. This helps you make better decisions based on more accurate campaign reports. And by filtering this traffic out of billing, the tool ensures you're only paying for media that's reaching actual people.

Key 2: Seamlessly integrated

a) How does the solution integrate with campaign management functions? Is it an effortless part of every digital campaign or do extra steps and resources need to be taken to implement the solution?

DoubleClick Verification is **seamlessly integrated** into the DoubleClick Digital Marketing platform as a natural extension of the campaign workflow. It's designed to be a part of every campaign to ensure that brands and budgets are protected. The integration of verification capabilities empowers automatic actions including blocking, which keeps your ads out of undesired or inappropriate contexts, and filtering, which prevents spam and fraud from affecting your campaigns, reports, and billing. And it's effortless. With third-party verification solutions, it's necessary to wrap a separate tag around every ad serving tag, but in DoubleClick, the tag is simply built in. There's no extra work required to implement verification; it just works for every campaign.

Key 3: Coverage across all formats, screens, and channels

a) Does DoubleClick Verification work across video and mobile?

DoubleClick Verification works across all formats and screens. When it comes to **video**, our solution provides special protections unique to the format with insight into the sizes and locations of all your digital video impressions, and heat-map visualizations. This means you'll know whether your video ads are mostly displayed in large players, front and center, or in little players off to the side. You can use these insights to update video contracts so that they align to the type of video impressions you want.

On tablets and mobile phones, DoubleClick Verification fully supports **mobile** web. This includes support for all contextual, geographic, viewability, spam and fraud protections.

b) How does it work across both reservations and programmatic buys?

DoubleClick Verification works for **reservations buys** via DoubleClick Campaign Manager and for **programmatic buys** via DoubleClick Bid Manager.

Key 4: Objective and transparent

a) How does the solution operate objectively and transparently?

Just as you trust DoubleClick to operate objectively when serving your ads across formats, screens, and channels, you can trust DoubleClick Verification to operate objectively when protecting you from all the potential brand safety and waste issues that can hamper a digital campaign. DoubleClick Verification is **scientific**, **truth-seeking** and **fact-based**. And it operates transparently by giving you immediate access to granular reporting and insights, in real-time. Every time an ad is blocked in inappropriate content, for example, it takes a screenshot of the offending content that you can view.



Key 5: Empowers action

a) How does the solution leverage ad blocking to take action in real-time?

With **ad blocking**, DoubleClick turns brand safety insights into action. It automatically blocks ads from inappropriate contexts using your definition of brand safety. It can block on 18 content categories including adult, violence, alcohol, politics, profanity, religion, and accidents. Blocking in DoubleClick Verification is done through two different mechanisms. Serve-time blocking protects your reservation-based campaigns by serving a 1x1 pixel or a brand neutral ad, rather than your campaign's creative, on any content that you deem unsafe. Pre-bid blocking protects your programmatic buys by blocking the bids on impressions that would serve in inappropriate contexts.

b) How does the solution notify you of issues in real-time?

With **custom alerts and notifications**, DoubleClick Verification delivers, to your inbox, exactly the information you need to know in order to ensure that your campaigns are running as expected and that you're getting what you paid for. You set your own notification preferences and DoubleClick Verification only brings the matters to your attention that are important to you. For example, you can get an email if more than a certain percentage of your impressions are reaching off-target geos.

DoubleClick Verification increases the trust and transparency across the complex digital marketing ecosystem by bringing verification to every advertiser using DoubleClick's platform. In doing so, it helps you reach your audience as intended and ensure you're getting what's been paid and planned for. It protects brands and budgets, empowering the confidence to invest in digital marketing and enabling smarter media buys.

To find out more about how DoubleClick Verification can help protect your brand and budget, contact our sales team at www.doubleclick.com/advertisers/solutions.

a) "Anti-Fraud Principles and Proposed Taxonomy," Interactive Advertising Bureau, September 2014.

b) Internal Google data

c) "US TV Ad Market Still Growing More than Digital Video," eMarketer, June 12, 2014.

<http://www.emarketer.com/Article/US-TV-Ad-Market-Still-Growing-More-than-Digital-Video/1010923>

d) "Programmatic Transactions to Account for \$21 Billion in Global Spending This Year," AdAge, September 2014.

<http://adage.com/article/agency-news/programmatic-transactions-reach-21-billion-year/295180/>

e) "Busting Bad Advertising Practices — 2013 Year in Review," Google, January 2014.

<http://adwords.blogspot.com/2014/01/busting-bad-advertising-practices-2013.html>