IMPROVING BRAND SAFETY AND REDUCING AD FRAUD

iab.TECH LAB
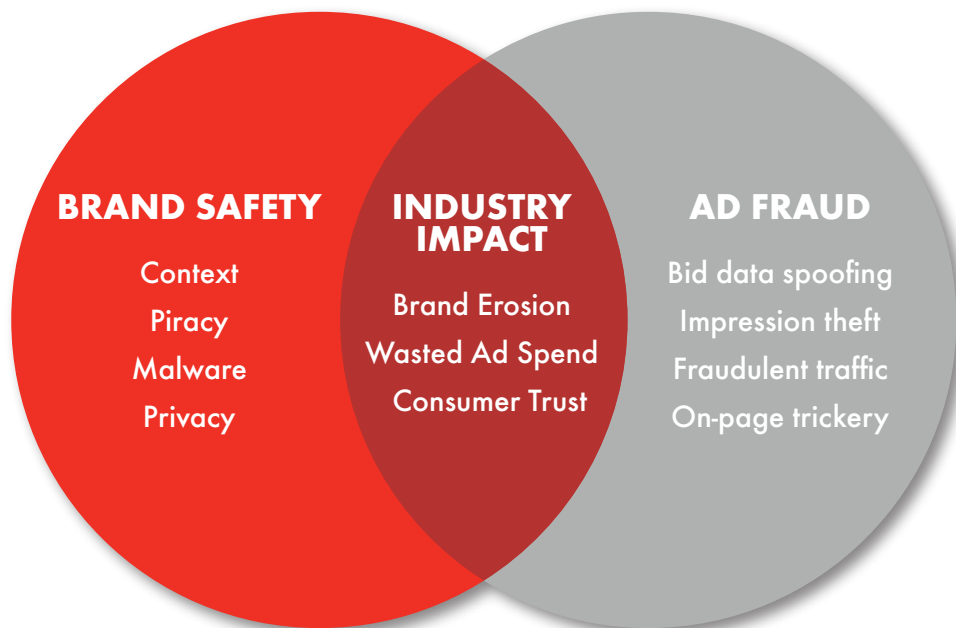
Critical to today's leading brands and publishers:

- Ad fraud costs companies billions of dollars annually. eMarketer estimates in 2019 that $42 billion in ad spend was lost to ad fraud worldwide, up 20% from 2018.

- A lack of transparency around supply sources and fraudulent behavior have caused a **loss of ad revenue** for publishers and **wasted advertising dollars** for brands.

- Brand owners and others should play active roles in fighting fraud to help brands maintain control and safeguard their advertising investments.

- Global standards and industry-wide adoption will help protect brands, and ensure that their ads display where intended, next to the right content in a brand-safe environment.
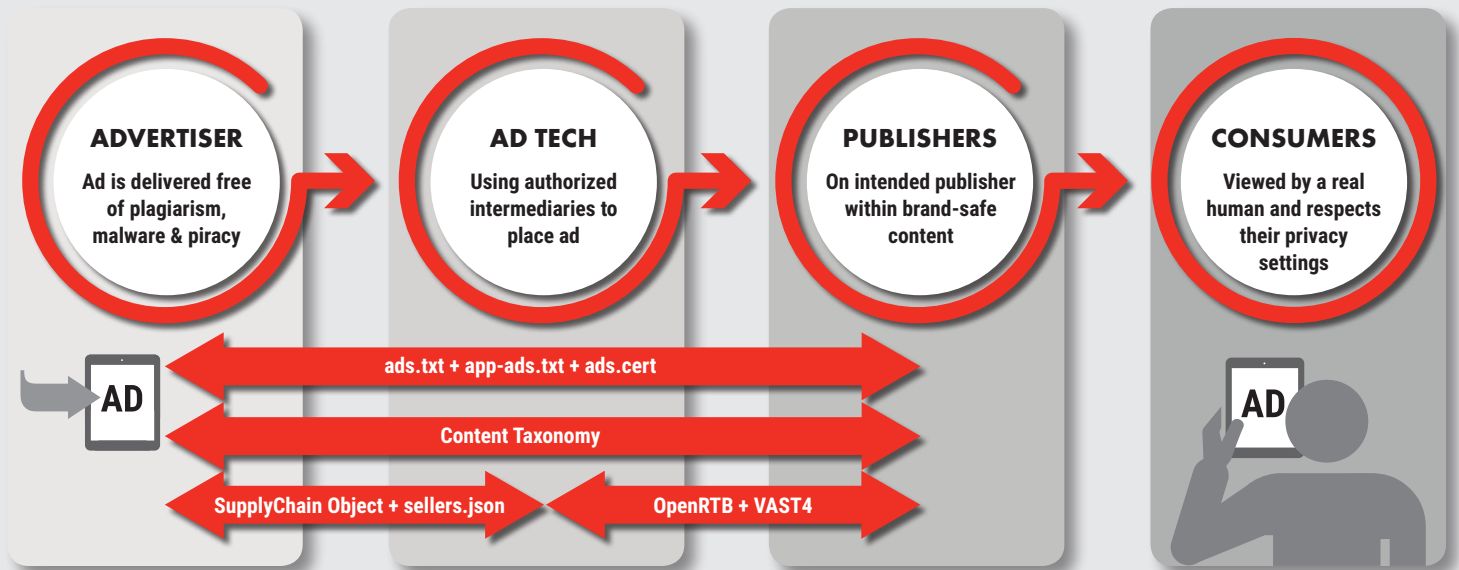
BRAND SAFETY VERSUS AD FRAUD

Brand safety and ad fraud constitute different issues in the digital advertising ecosystem but intersect when ad fraud impacts the reputation of a brand.

BRAND SAFETY

Context
Piracy
Malware
Privacy

INDUSTRY IMPACT

Brand Erosion
Wasted Ad Spend
Consumer Trust

AD FRAUD

Bid data spoofing
Impression theft
Fraudulent traffic
On-page trickery

IAB TECH LAB STANDARDS HELP ENSURE ADS ARE:

- Viewable
- Shown to real humans
- Served on the intended publisher sites
- Displayed alongside safe content

STANDARDS WORKING TOGETHER

ADVERTISER
Ad is delivered free of plagiarism, malware & piracy

AD TECH
Using authorized intermediaries to place ad

PUBLISHERS
On intended publisher within brand-safe content

CONSUMERS
Viewed by a real human and respects their privacy settings

ads.txt + app-ads.txt + ads.cert

Content Taxonomy

SupplyChain Object + sellers.json

OpenRTB + VAST4

SOLUTIONS FOR BRAND SAFETY AND AD FRAUD

IAB Tech Lab is an expert group of engineers, product managers, and data professionals dedicated to developing foundational technology and standards that enable growth and trust in the digital media ecosystem.

Objective	IAB Tech Lab Solution	What It Does
Ad served to a real person alongside brand-safe content on intended publisher site/app	**ads.txt** (Authorized Digital Sellers/web)	Verifies authorized digital sellers to reduce fraudulent traffic – it verifies that a business is authorized to sell a publisher's inventory and helps avoid domain spoofing (aka counterfeiting)
	app-ads.txt (mobile app and OTT/CTV)	Verifies authorized digital sellers to reduce fraudulent traffic on mobile apps and over-the-top (OTT) video apps
	ads.cert	Uses cryptographically signed bid requests to show the inventory path and to authenticate it. It validates the information passed between buyer and seller.
	SupplyChain Object + sellers.json	Tracks path of ad impressions and provides a mechanism to enable buyers to discover the identity of direct sellers and intermediaries (resellers)
Relevant ad placed next to safe content for addressable advertising	**Ad Product Taxonomy** (coming soon)	Describes ad product and/or services to help classify creatives
	Content Taxonomy	Describes accurately and consistently website / app content
	OpenRTB (Real-Time Bidding)	Manages inventory transactions that happen in real time – as an auctioning system – this is a way of transacting media that allows an ad impression to be put up for bid in real time
	VAST4 (Digital Video Ad Serving Template)	Standardizes the delivery part of the video suite (V-Suite) while communicating content details to assess brand safety

JOIN THE CONVERSATION: techlab@iabtechlab.com