

BRAND SAFETY

Media iQ is fully committed to providing brands with the maximum level of brand safety. Media iQ is certified and follows the UK Good Practice Principles outlined by the Digital Trading Standards Group (DTSG), endorsed by JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland).

Specifically Media iQ use leading independently certified content verification tools and proprietary technology in combination to implement pre and post bid solutions to ensure maximum levels of brand safety.

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Pre-bid –

1. DSP audited Inventory –

Media iQ maintains a strict set of criteria for excluding unacceptable inventory in partnership with operated DSPs. Any inventory that we detect as falling within these criteria will be added to our DSP blacklists. Inventory is human audited by the DSP, or by inventory providers. Audits are conducted regularly to ensure validation of new domains or behaviour changes to existing domains.

2. Inventory categorization standards –

Media iQ excludes by default environments categorized as toolbar, plug-ins or extensions, incentivised clicks and contextual nudity. In keeping with listed best practices Media iQ does not serve upon non-audited inventory sources, where categories cannot be determined.

3. Seller whitelists –

Media iQ enforces a strict whitelist of exchanges and publishers. Whitelists are scored based upon inventory quality and integrity. Whitelists have been curated from 6+ years of data and monthly ongoing human and data led audits.

4. Domain blacklists –

Domain blacklists are rigorously enforced at Media iQ, and again by default are excluded from all campaigns. Domain blacklists have been created from 6+ years of data mining and human audits, these continue to be refreshed on a weekly cadence. Media iQ accommodates advertiser and / or agency blacklists – these are updated weekly. This includes by is not limited to GroupM, Publicis, OMD global blacklists.

5. 3rd party ad verification –

Media iQ have close partnerships with MRC accredited internet services; AppNexus, Google, Integral Ad Science, Comscore, Digital Envoy, Adloox, Moat, DoubleVerify among others. Integral Ad Science and DoubleVerify specifically are used to determine and block pre-bid inventory that are deemed suspicious or consistent with adult, gambling, download, drug, nudity, alcohol, hate speech, offensive language content. Furthermore sophisticated traffic suspected of botnet traffic or viewability interference is also blocked to provide additional pre-bid blocking parameters. Inventory that is unrateable is blocked, it is understood that inventory that is unrateable may be more liable non-compliance.

6. Semantic / keyword blocking –

Media iQ partners with Grapeshot to use advanced keyword technology to block and verify contextual attributes. By default sensitive attributes are blocked. Media iQ use boolean logic to block when either keyword OR ad verification partner deems an impression unsuitable, not in an AND rule i.e. when both match. The combination of keyword and ad verification techniques prevents mismatch, providing a robust understanding of the nature of a page prior to purchase.

7. **Log-level integrations** –

Media iQ have log-level integrations with Integral Ad Science, Moat, comScore and Grapeshot, ingesting raw impression feed data. This data is connected to AiQ and DSP feeds, to facilitate actionable outcomes within DSP targeting. Custom solutions for advertisers and / or agencies can also be built seamlessly.

8. **Inventory performance index** –

Media iQ categorizes sellers, publishers and domains based on the following metrics i.e. performance (CPA, CPC, CTR, CVR), consistency, viewability, ad clutter, ad collision etc. Scores are associated to each seller, publisher and domain which is in turn applied to DSP campaign setup. Layering historical campaign performance data provides further brand safety / fraud detection.

9. **IP fraud prevention** –

Media iQ as well as working with leading 3rd parties in the industry, are again providing a proprietary solution to IP fraud, excluding on average 1M+ daily IPs in real-time. This by default is applied to all campaigns. This in its simplest form prevents geo mismatches between ad servers, blocks cloud hosting IPs etc. This typically prevents fraud that cannot easily be identified via inventory analysis alone, an IP safety layer is critical to ensure maximum brand safety standards.

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Post-bid –

1. **3rd party ad verification** –

Upon bid submission and a winning auction (but before the ad has rendered) the text, images and links of the page are scanned and scored on a level of brand safety. By default Media iQ permit ad rendering to occur only if the content of the page has the maximum level of brand safety and no additional information about the content of the page has any conflict with mandatory pre-bid standards.

2. **Daily refinement** –

All levels of inventory are vetted on a post-bid nature to improve pre-bid setup. This is a continuous cycle and maintained via data scientists and automated methodology.

Learn -> Refine -> Action -> Learn -> Refine -> Action

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Bespoke –

1. **Client best practices** –

Media iQ can ingest agency and / or advertiser best practices. Seamlessly applying domain, keyword, IP, geo blacklists to complement existing Media iQ protocol.

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Takedown Policy –

Should a client want to stop an ad campaign or have any brand safety related queries, Media iQ will guarantee activity be paused and queried within 24 hours, but will endeavor to do this instantly. Clients should email notice to your account manager or the alias brandsafety@mediaiqdigital.com.

The contractual consequences of not taking down an ad in accordance with Media iQ's Takedown policy are subject to the terms of each individual Insertion Order negotiated with each Buyer.