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# PROGRAMMATIC: THE QUALITY CONUNDRUM

..... PRESENTER .....

**Lindsey Freed**

Director, Programmatic Solutions

..... MAY 2018 .....

Webinar Series brought to you by

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# CENTRO IN 2018

## WE HAVE DELIVERED GREAT RESULTS FOR:

2,000+ Agencies

6,000+ Brands

200,000+ Campaigns

- ✓ National **Top 10** spender in digital media
- ✓ **\$500MM+** digital media spend last year
- ✓ **700+** Centrons in **41** North American offices
- ✓ **Innovators** in ad technology





**Lindsey Freed**  
Programmatic Solutions Director



# WHAT WE'RE TALKING ABOUT

What is fraud?

The media says.....

What you should know

Best Practices



# WHAT IS FRAUD?



# DEFINING FRAUD

Ad fraud is the practice of serving digital ads that have no chance of being viewed by a human user or are misrepresented.





# TWO TYPES OF FRAUD

A hand with the index finger pointing towards a glowing digital wireframe skull. The skull is composed of white lines and dots, set against a dark blue background with a grid of small white dots. A bright light emanates from the point where the finger meets the skull.

**HUMAN  
GENERATED**

**BOT  
GENERATED**



# **YES, BOTS ARE A LEADING CAUSE OF FRAUD**



**SIMPLE  
BOTS**

**SOPHISTICATED  
BOTS**

**BOTNETS**



# HOW BIG IS THE PROBLEM?

The Association of National Advertisers conducted a study looking at the severity of bots

## BOTS ACCOUNTED FOR:

**22%**

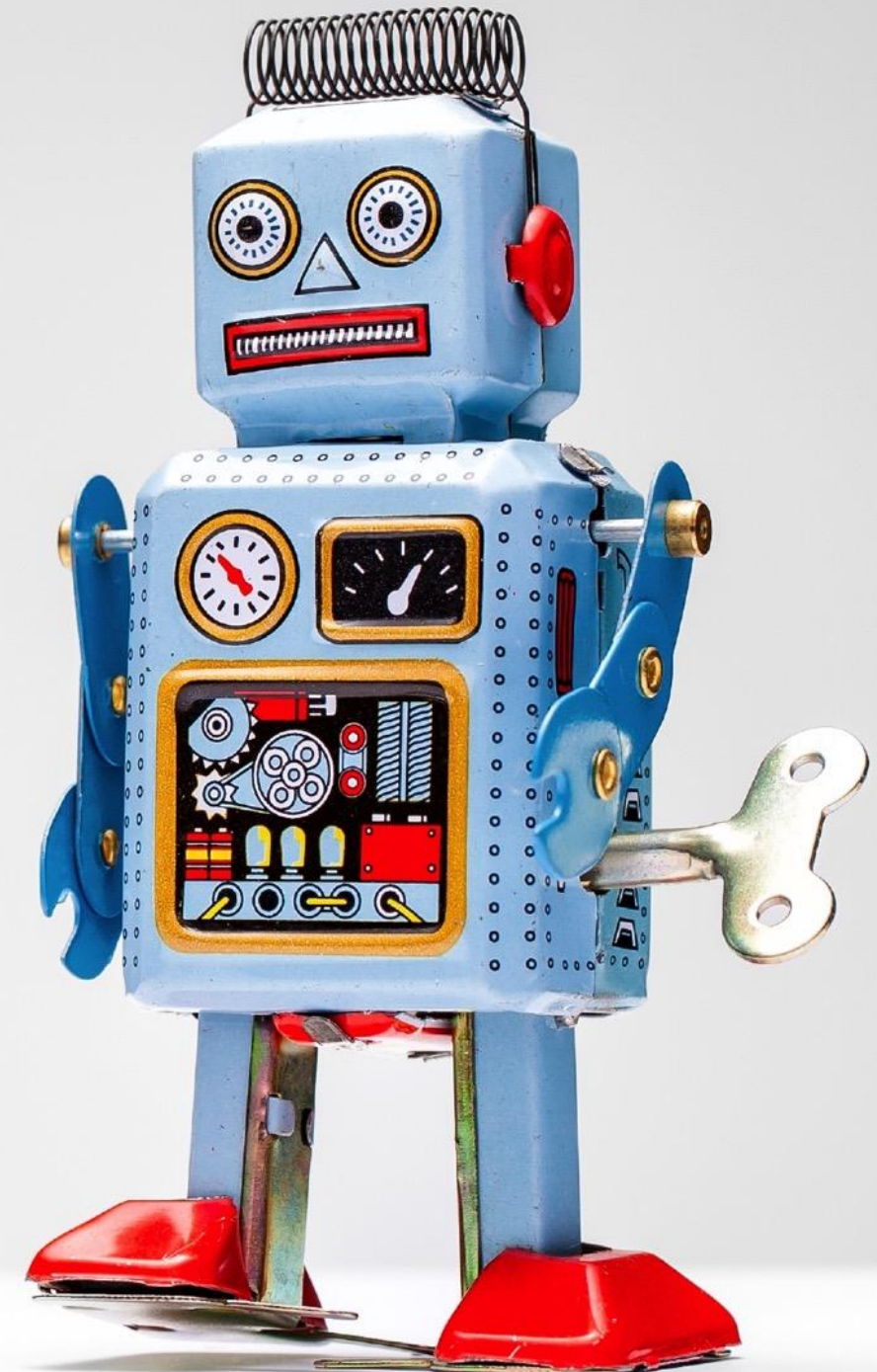
of all video spending

**9%**

of display spending

**\$6.5B**

in losses in 2017



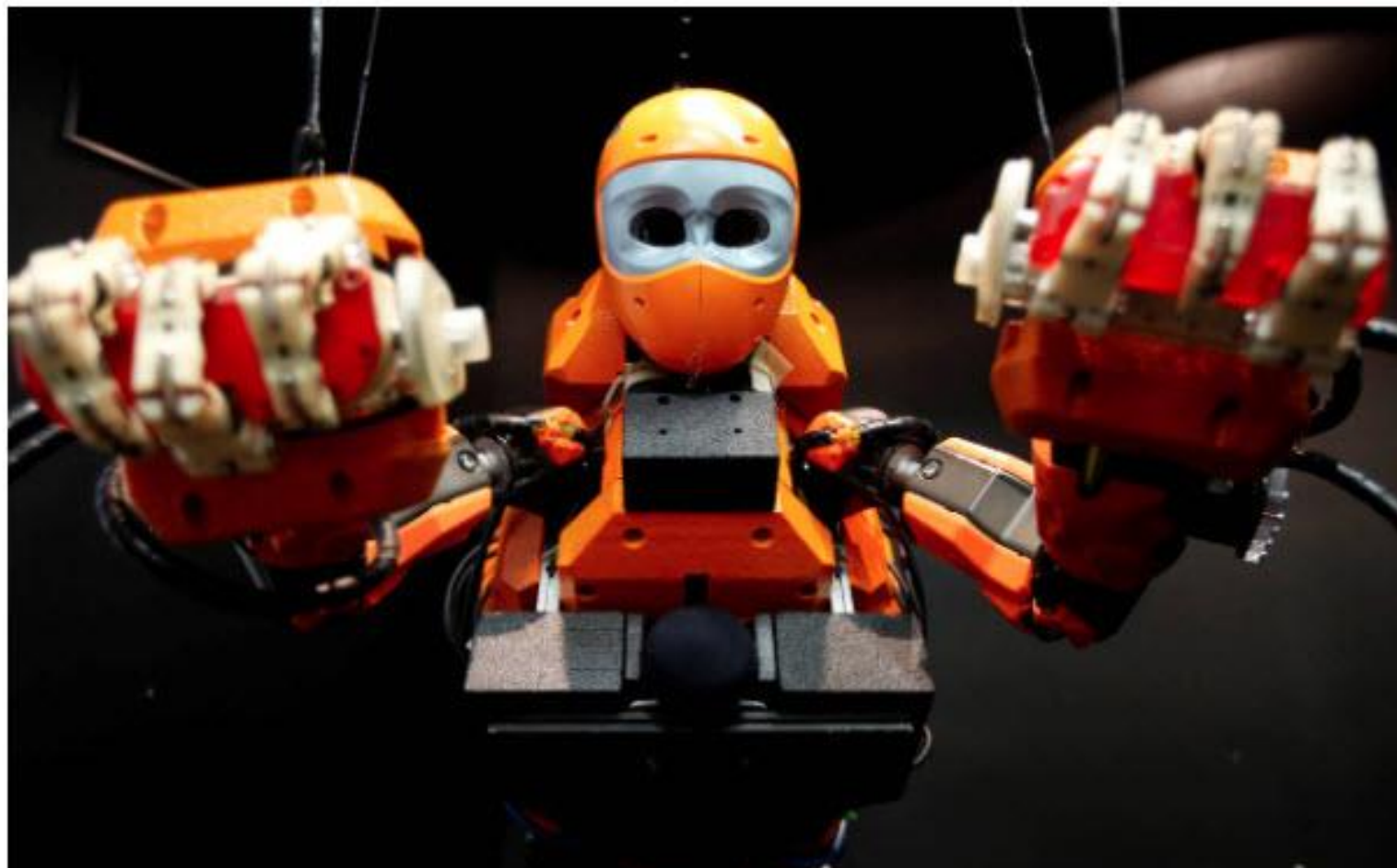


# IN THE NEWS

CMO

## Fraudulent Web Traffic Continues to Plague Advertisers, Other Businesses

Adobe found that about 28% of website traffic likely came from bots and other “non-human signals”



# 28%

of website traffic showed strong non-human signals



# MEDIA QUALITY TOPS CONCERNS IN DIGITAL MEDIA BUYING

**59%**  
ROI

**54%**  
Viewability

**51%**  
Brand safety/  
premium content

Ad fraud trails  
closely behind  
at 50%





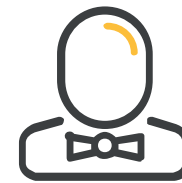
# WHAT YOU SHOULD KNOW



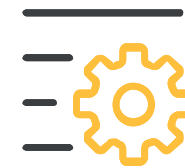
# WHO IS RESPONSIBLE?



PUBLISHERS



ADVERTISERS /  
AGENCIES



TECH PLATFORMS





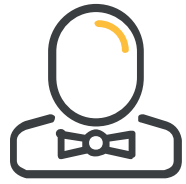


# THE ROLE OF THE PUBLISHER

“Fake traffic has become a commodity. There’s malware for generating it and brokers who sell it. Some companies pay for it intentionally, some accidentally, and some prefer not to ask where their traffic comes from...” — *Businessweek*







# THE ROLE OF THE ADVERTISER/AGENCY

## ADVERTISERS

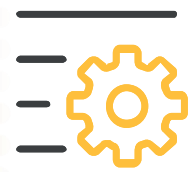
Want cheaper inventory, but this encourages fraud

## AGENCIES

Want to spend at all costs, but this lowers standards

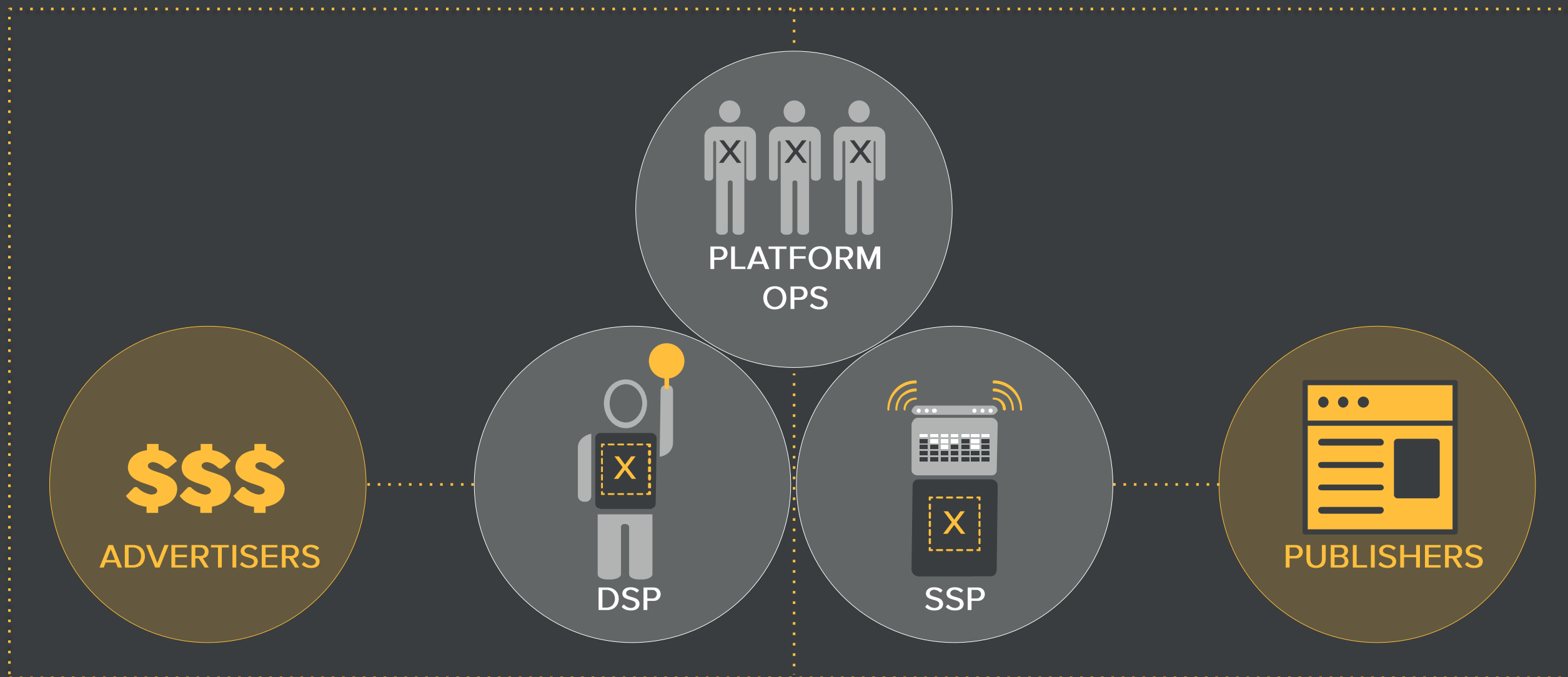






# THE ROLE OF THE AD TECH PLATFORMS

A combination of human and tech measures monitor and block fraud





A person is walking on a sidewalk, their legs and feet visible. The sidewalk is covered with a pattern of binary code (0s and 1s) that recedes into the distance. The background is a brick wall, also overlaid with binary code. The overall scene is dimly lit, suggesting an evening or indoor setting with artificial light. A yellow rectangular border frames the central text.

# BEST PRACTICES TO PROTECT YOURSELF



# BEST PRACTICES TO GUARD AGAINST FRAUD



Audit previously bought media for indicators of fraud



Proactively monitor fraud



Buy selectively



Use technological countermeasures



# PROACTIVELY MONITORING FAUD

**CENTRO HAS  
BLOCKED  
5,600+  
DOMAINS  
& APPS**

Fraud has reduced  
impression volume on  
certain exchanges by

**50%**





# WHAT DOES CENTRO DO?

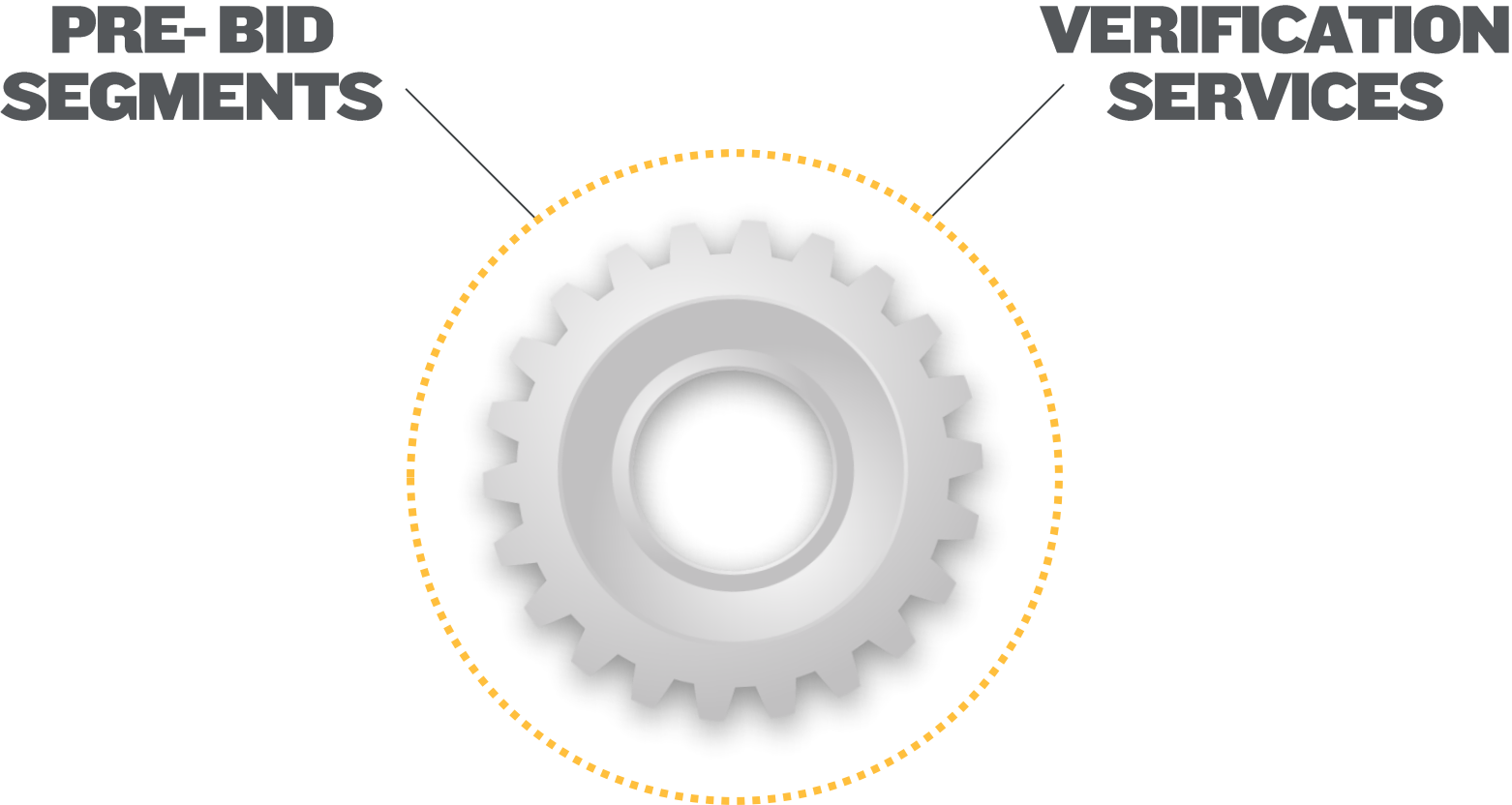
Basis uses a combination of technology and human monitoring to block fraudulent traffic at its source.

This approach includes:

- 1 Centro's proprietary real-time software
- 2 Partnerships with industry-leading companies (such as Pixalate)
- 3 Manual review and auditing by in-house experts

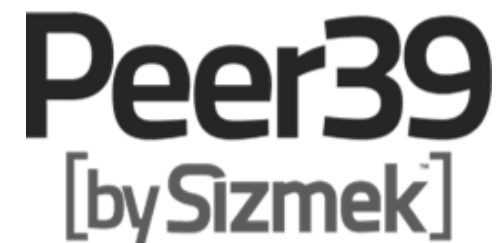


# TECHNOLOGY CAN HELP





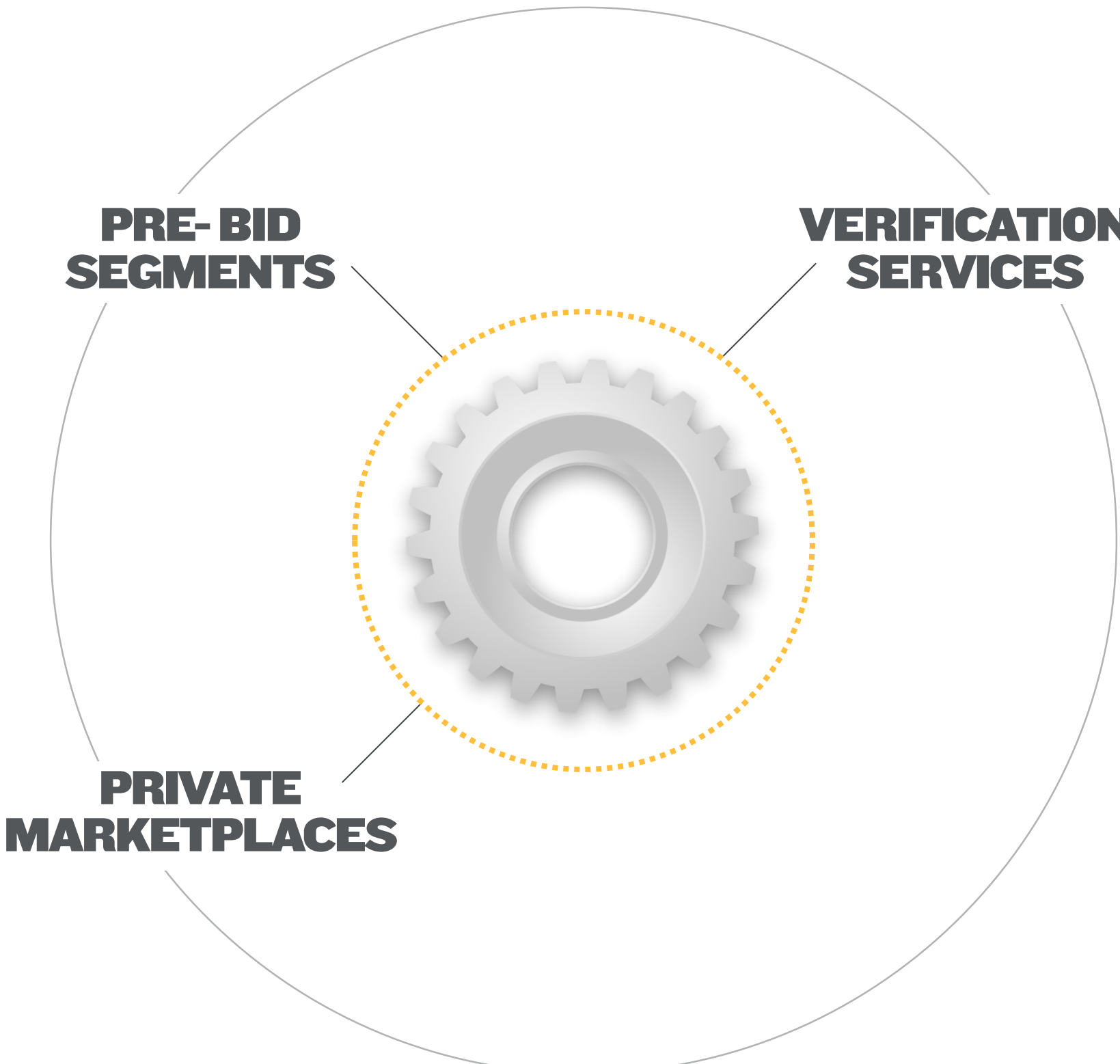
# 3<sup>RD</sup> PARTY PARTNERS AVAILABLE IN BASIS WITH ADDED PROTECTIONS IN PLACE



- ✓ Non-brand safe sites are added to our ongoing blacklist
- ✓ We apply brand safety segments to all managed campaigns
- ✓ Can layer on whitelists for added security with RON buys

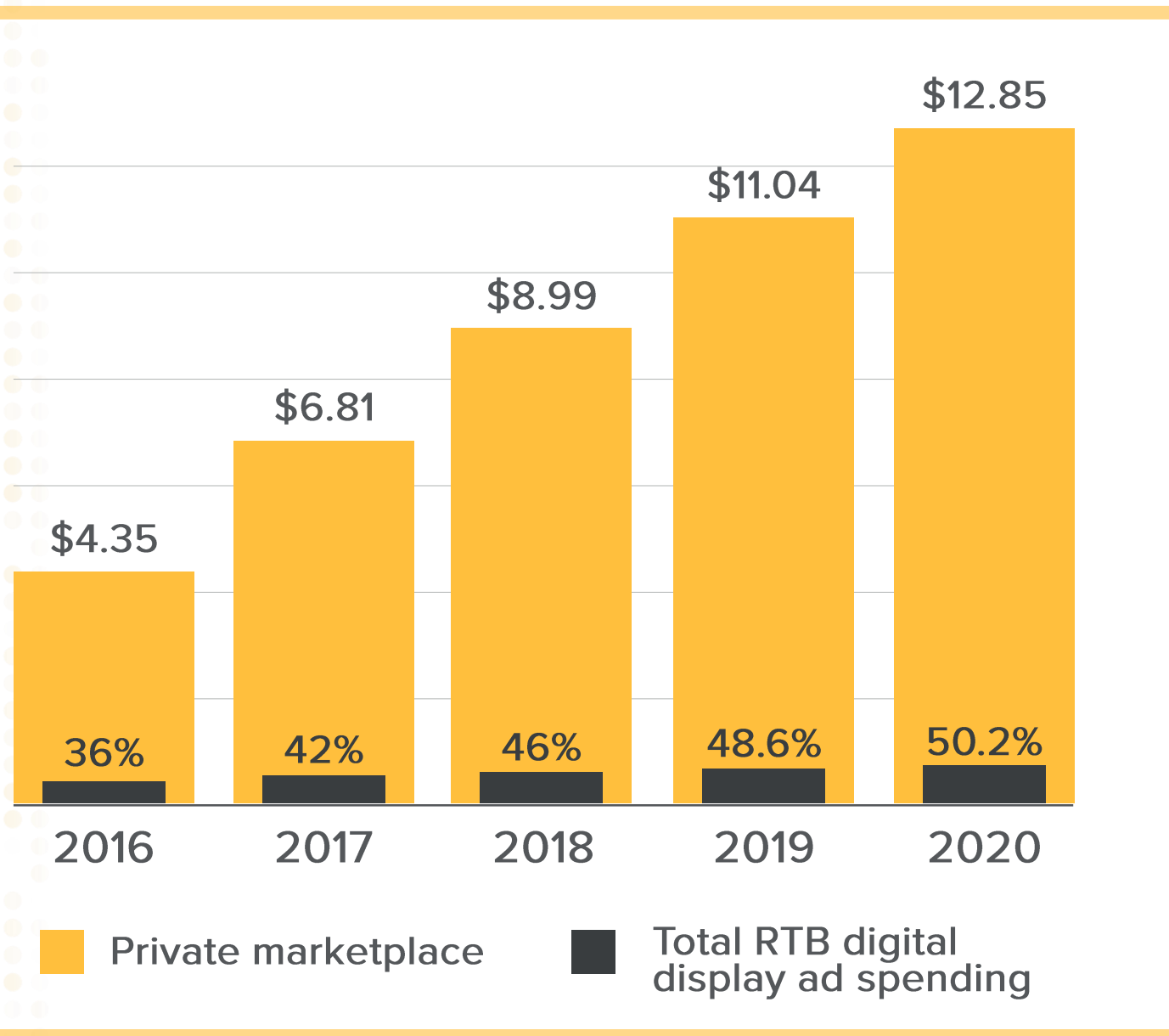


# TECHNOLOGY CAN HELP



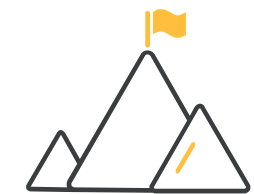


# PROGRAMMATIC: WATCH FOR MORE PMP GROWTH IN RTB



**32.1%**

YOY Growth for PMP spending

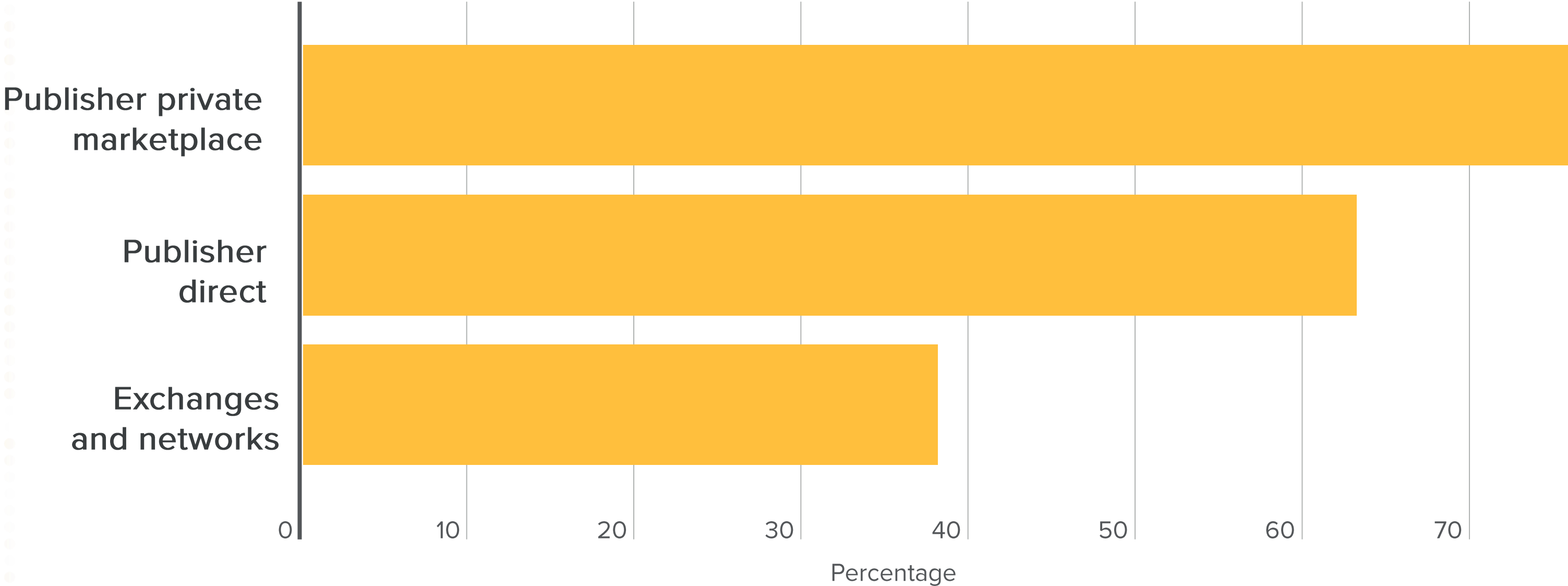


**BRAND CONTROL**

Greater control over where an ad is placed



# PMPS YIELD HIGHER VIDEO VIEWABILITY





# VIEWABILITY BY PRIVATE DEALS

Property Vendor Private Marketplace ▾

FILTER

viewability

165 results

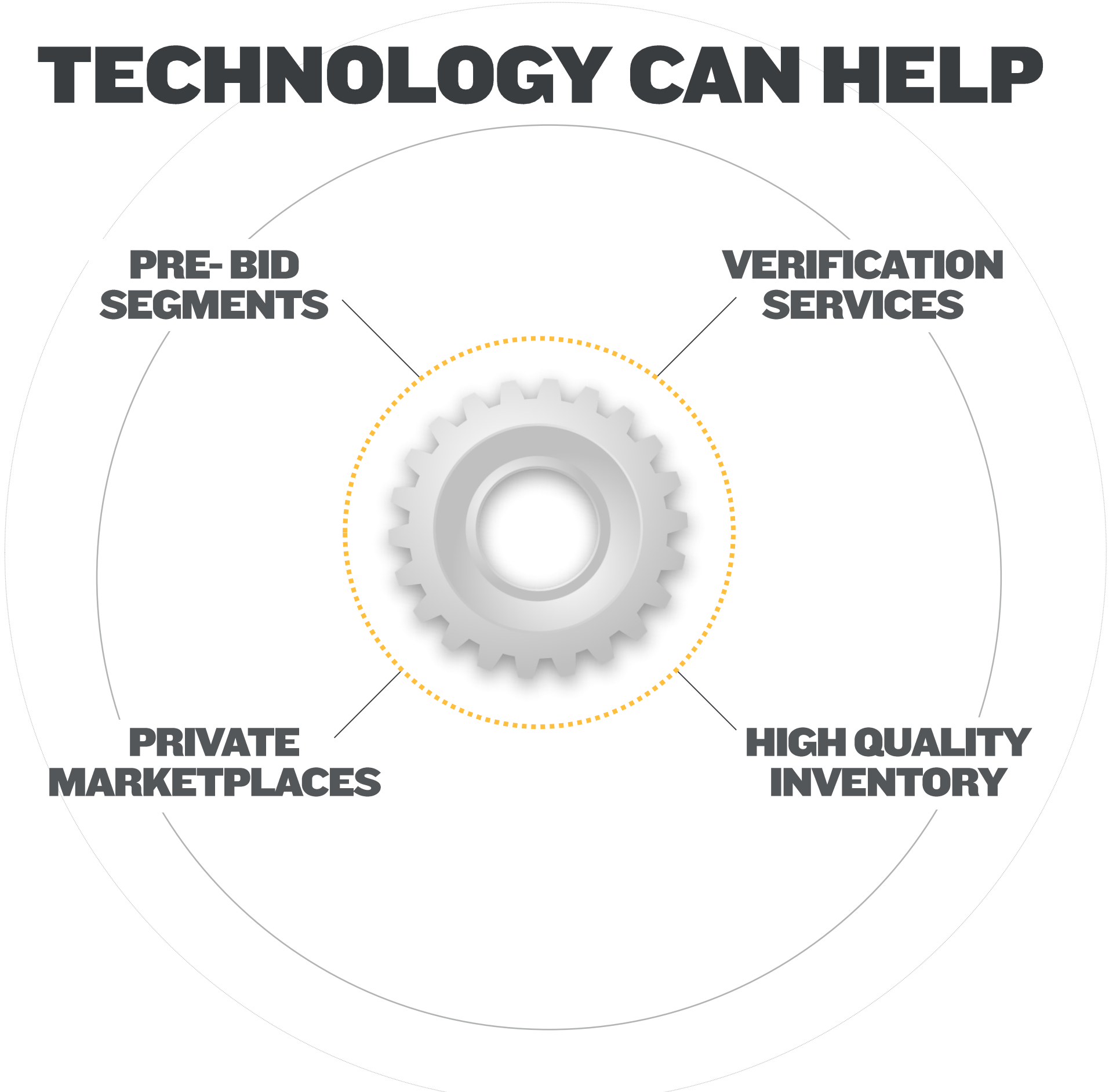
Add new

Reset filters

PLATFORM DEAL	VENDOR	EXCHANGE	INVENTORY TYPE	DEVICE	FORMAT	PRICE	Y'DAY'S AUCTIONS
<a href="#">ROE - High Viewability</a>	Sovrn Inc.	Sovrn	Desktop Web, Mobile Web	Desktop, Phone, Tablet	Display	\$2.50	627,578,607
<a href="#">ROS - High Impact - High Viewability</a>	Pandora Media Inc.	Google	Mobile Apps	Phone, Tablet	Display	\$4.50	351,137,812
<a href="#">ROE - 60% Viewability</a>	Sharethrough Inc.	Sharethrough	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Display	\$2.00	240,271,410
<a href="#">RON - High Viewability</a>	MobileFuse	AppNexus	Mobile Apps, Mobile Web	Phone, Tablet	Display	\$1.65	206,822,551
<a href="#">RON - High Viewability</a>	bRealTime	AppNexus	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Display	\$4.00	149,183,181
<a href="#">ROE - 70% Viewability</a>	Sharethrough Inc.	Sharethrough	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Display	\$4.00	118,024,541
<a href="#">ROE - 60% Viewability</a>	Sharethrough Inc.	Sharethrough	Mobile Apps, Desktop Web, ...	Desktop, Phone, Tablet	Video	\$4.00	105,553,603
<a href="#">RON - High Viewability - Interstitial</a>	InMobi	Rubicon	Mobile Apps	Phone, Tablet	Video	\$14.00	98,002,571
<a href="#">RON - High Impact - ATF - High Viewability</a>	Chegg Inc.	TripleLift	Desktop Web	Desktop	Display	\$12.00	86,081,276



# TECHNOLOGY CAN HELP





# BEST PRACTICES FOR BUYING QUALITY INVENTORY

There are a number of tactics and strategies to safeguard campaigns and maximize return.

## Buy Selectively and Avoid Run of Exchange

- ✓ Apply whitelists and blacklists
- ✓ Consider private marketplaces

## Layer on Targeting

- ✓ Include brand safety filters
- ✓ Exclude sensitive content

## Monitor Performance

- ✓ Per site
- ✓ Look for abnormally high CTR or low conversion rates

## Leverage a Service

- ✓ Viewability
- ✓ Verification



Centro abides by the Certified Against Fraud Guidelines and is committed to combatting fraudulent non-human traffic in the digital advertising supply chain.



# BEST PRACTICES FOR BRAND SAFETY BID CONTROLS

1 Include 3<sup>rd</sup> party brand safety segments upon launch

2 Exclude sensitive content such as adult, alcohol, and guns

3 Include quality content such as viewability, ad count on page, and language

4 Pull domain lists regularly and add unsafe sites to master blacklists





# KEY TAKEAWAYS

**INCORPORATE SMART CAMPAIGN GOALS**

**EMBRACE DEFENSIVE BUYING TACTICS**

**UTILIZE TECHNOLOGY**

**ASK QUESTIONS**







**THANK  
YOU.**

**QUESTIONS?**

**Lindsey Freed**  
Director, Programmatic Solutions

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