



What Advertisers Need to Know About Ad Fraud Prevention and Brand Safety

Find Out How Our Solutions Ensure
Impressions and Clicks Are Valid

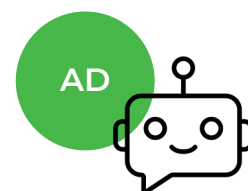
Fraud Prevention Is a Top Priority

Digital ad fraud is a concern for advertisers. While it does occur globally, technology platforms that manage digital advertising have many ways to combat it. This guide will answer your questions and give you peace of mind regarding where your ads appear and that your ad dollars are being used effectively.



What Is Ad Fraud?

Ad fraud happens when advertisers pay for clicks and impressions that never occurred or are not legitimate. It's an attempt to defraud advertisers and digital advertising networks for financial gain. Such activities can be carried out by bots and humans. Bots are software applications that can complete automated tasks.



There are multiple ways that ad fraud can occur.



Click Fraud

Click fraud describes when a human or bot clicks on a digital ad appearing as legitimate traffic but is not. Fraudulent clicks create invalid traffic, which describes bot-related traffic.

Not all bot traffic is negative. For example, search engines use bots to crawl sites to capture all the information that then appears in search results for users. Almost everything else falls into the category of fraudulent activity.

How We Prevent Click Fraud

Our platform uses AI tools to verify every impression and uses other technology to only purchase ads from authorized digital sellers.



Domain Spoofing

Domain spoofing is the practice of disguising a website as one that's legitimate for ad serving. A cybercriminal would spoof a domain to trick advertisers into paying more for ad placement on the spoofed website than they should.

How We Protect Against Domain Spoofing

Third-party verification engines ensure that ad buys occur only on authentic sites. Blacklisting also keeps spoofed sites off advertiser networks.



Ad Injection

This fraud strategy involves criminals using browser extensions, plugins and malware to put ads where they shouldn't appear or replace legitimate ads on a page. If someone clicks on the ad, the fraudster gets the credit rather than the rightful website owner.

How We Fight Ad Injection Fraud

AI, verification engines and other technology prevent this activity.



Ad Stacking

In this scenario, ads stack on top of each other. The audience only sees the ad on top. Those stacked underneath still get the impressions or views even though they are not visible.



Pixel Stuffing

Pixel stuffing is similar to ad stacking. It works by shrinking images to a size the human eye can't detect. Although no one can see it, it's there, so impressions are still counted.

How We Prevent Ad Stacking and Pixel Stuffing

Third-party verification platforms consider pixels in determining if the site and placement are legitimate.



Ad fraud is a concern in digital advertising, and there are many ways it can occur. There are also equal counters to every tactic that cybercriminals attempt.

In working with a company to manage your digital advertising campaigns, you'll have the broadest protection if they use a highly sophisticated platform that combats fraud at every turn.



Brand Safety and Brand Suitability

Another aspect of ad fraud that's not directly related to invalid impressions or clicks is brand safety and brand suitability.

What Is Brand Safety?

Brand safety is the process of a company taking measures to protect its brand and minimize reputational risk when advertising online. It consists of two areas:

- ROI issues like ad fraud in terms of cybercriminals planting malware or adware in advertising assets that could defraud users
- Ad placement and context relating to digital ads running on pages where content is illegal, dangerous or offensive

What Is Brand Suitability?

The second aspect of brand safety correlates with brand suitability. With brand suitability, you're not just preventing ads from running on inappropriate sites; you're also better aligning ad placement to relevant sites. The goal is for ads to run adjacent to content that's suitable.

Brand suitability casts a wider net on where ads appear and incorporates factors like:

- Audience demographics
- Platform
- Location
- Content proximity

Brand suitability elevates brand safety to the next level.

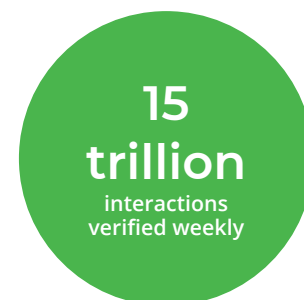


How Digital Advertising Platforms Monitor and Prevent Fraud

There are multiple ways that the digital advertising system we use combats ad fraud. That includes four core components — technology and security, verification, transparency, and industry guidelines. With the combined capabilities of all these tactics, you can be confident in your ad placements.

Technology and Security

In fighting ad fraud, technology and security are the most important components. The platform where ad serving occurs uses a verification engine. This AI-enabled solution analyzes and detects ad fraud with a multilayered approach. It verifies 15 trillion interactions weekly.



An impression will only count if the system verifies that it's valid.

The other technology component is ads.txt (Authorized Digital Sellers). It helps ensure that digital ad inventory is sold only to website publishers identified as authorized to do so.

[Ads.txt](#) is a simple, secure and flexible way for publishers and distributors to declare who can sell their ad inventory. Its purpose is to prevent unauthorized inventory sales.

Third-Party Verification Providers

Our platform includes industry-accredited third-party verification providers. These verification engines are non-biased and must pass rigorous testing to earn accreditation.

These third-party verification engines use a range of sophisticated mechanisms to detect invalid traffic. The process includes a variety of behind-the-scenes tools, including pixels, JavaScript and browser signals to:

- Count ad impressions
- Detect, measure and filter invalid traffic
- Measure attention
- Determine the context of the content on the pages where ads appear, ensuring they meet advertiser objectives regarding viewability, brand safety and site quality



Site Transparency

Site transparency is another component of negating fraud and supporting brand safety. It's key to understanding supply quality.



A central part of site transparency is whitelisting and blacklisting at the site level. A whitelist would include appropriate websites that align with your advertiser's requirements. Those could include content, price, location or other factors.



A blacklist includes websites in specific categories of adult content. A site can also land on the blacklist if third-party verification platforms find irregularities regarding impressions versus site visits. If a site's data looks inconsistent, it's a sign that there could be fraud concerns. In that case, the verification platform blacklists those sites.

Industry Guidelines

Our digital advertising management systems maintain compliance with the [Trustworthy Accountability Group](#) (TAG). The organization is a global initiative fighting to end criminal activity and improve trust and transparency in digital advertising. The group has more than 700 members representing global brands, agencies, publishers and ad technology providers.



One of TAG's capabilities is its [Certified Against Fraud Program](#), started in 2016 to combat invalid traffic. In its [2019 benchmark study](#), the use of TAG-certified distribution channels reduced the IVT rate to 1.41% across more than 210 billion impressions. As a result, fraud fell by 88%.

In addition, we follow the general best practices of fraud prevention, including the responsible use of consumer data and allowing any user to opt out of cookie-based targeting.

Ensuring Impressions and Clicks Are Valid

Our organization has a strong commitment to eliminating ad fraud, leveraging multiple tools and protocols to mitigate its impact. By using a sophisticated digital advertising platform and following best practices, we have a mission to ensure your impressions and clicks are valid.

If you have additional questions about our anti-fraud framework, contact our digital advertising experts.

