

WE REVIEWED AND IMPLEMENTED A MARKET LEADING BRAND SAFETY SOLUTION FOR A GLOBAL GAMING ADVERTISER



10

HOURS OF ADVERTISER
EDUCATION



7

BRAND SAFETY PROVIDERS
REVIEWED



19

KEY CRITERIA SCORED AGAINST



\$30,000

OF ADDED VALUE NEGOTIATED

GLOBAL SUPPORT

1

WALLED GARDEN ACCESS

2

MEASUREMENT METHODOLOGY

3

REPORTING CAPABILITIES

4

LANGUAGE IDENTIFICATION

5

COMMERCIALS

6

We worked with a leading online gaming company who operate 20+ brands globally to select and implement a third party brand safety verification company. We did this after improving the setup within their existing programmatic partners (through whitelisting, enhanced PMPs, category exclusion and negative keyword targeting) and the need for the local brand managers to have an increased confidence with programmatic delivery.

Third party brand safety providers provides the final layer of brand safety to mitigate against ad fraud and poor ad placement. Ad fraud alone is expected to cost the industry \$16.7bn in 2017*.

We initially reviewed 7 partners and quickly worked out 2 partners to take through to a final RFP. We then entered into a negotiation phase which included; named account support, SLA agreements and commercial negotiation based on custom impression tiering.

*<http://uk.businessinsider.com/thepartnership-msix-and-adloox-ad-fraud-2017-2017-3>