

A PIXABILITY E-BOOK

ENSURING BRAND SUITABILITY ON YOUTUBE

Best Practices for Every
Stage of a Campaign



Defining Brand Safety and Brand Suitability



BRAND SAFETY

The practices and tools that ensure an ad will not appear in contexts that can damage an advertiser's brand.

This content is typically regarded as being universally unacceptable for brands to serve on or be associated with under any circumstance.

VS



BRAND SUITABILITY

The practices and tools that ensure an ad appears in specific contexts that align with an advertiser's brand — and recognizes that different brands consider different types of content to be a “suitable” match for their specific brand.

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INTRODUCTION

Brand Suitability That Flows Through Every Stage Of A YouTube Campaign

Today, brand suitability is no longer just about protecting your brand, but is about how advertisers can proactively decide what type of content creators they support with ad dollars. Rob Rakowitz, Initiative Lead for WFA's Global Alliance for Responsible Media ([GARM](#)) once described brand safety and suitability as a process that's similar to water filtration, which is a perfect metaphor for how it should be approached on YouTube. You need to understand how "safe" the source is (in this case, video content), then understand how that changes as it travels to the end user. Many advertisers address only one point in the process, and are leaving themselves at risk for running campaigns on content that isn't suitable for their brand. This e-book is a quick look at what advertisers need to understand about each stage of a YouTube campaign, so they can work with partners to ensure their ads run on content that is safe and suitable, and that supports creators that align with their brand.



YouTube's Brand Safety Efforts

To deliver safe drinking water, communities do their best to protect an open water source from unsafe elements. In the same way, YouTube is an open platform, and Google has taken a series of important steps to make video content brand safe for advertisers. Here are just some of the steps YouTube has taken:

- 01** Huge investments in machine learning technologies that catch and filter video
- 02** Hired tens of thousands of human reviewers
- 03** Many steps around content for kids including disabling comments on kid content
- 04** Raised the bar on which channels can be monetized so that the requirement is 1,000+ subscribers and 4,000 hours of watch time
- 05** Created 3 tiers within that ad-eligible inventory
- 06** Created a [website](#) detailing their efforts and sharing data with creators and advertisers



YOUTUBE

TAKEAWAY FOR ADVERTISERS

YouTube's efforts have ensured a solid level of brand safety, and the platform also has a number of controls related to brand suitability. As every advertiser has different brand suitability needs, third party partners are fluent in YouTube's brand suitability controls and can provide a range of offerings to help meet your brand suitability guidelines. Google's [YouTube Measurement Program \(YTMP\)](#) has certified third party partners to provide brand suitability campaign recommendations and contextual targeting technologies.



Content Insights

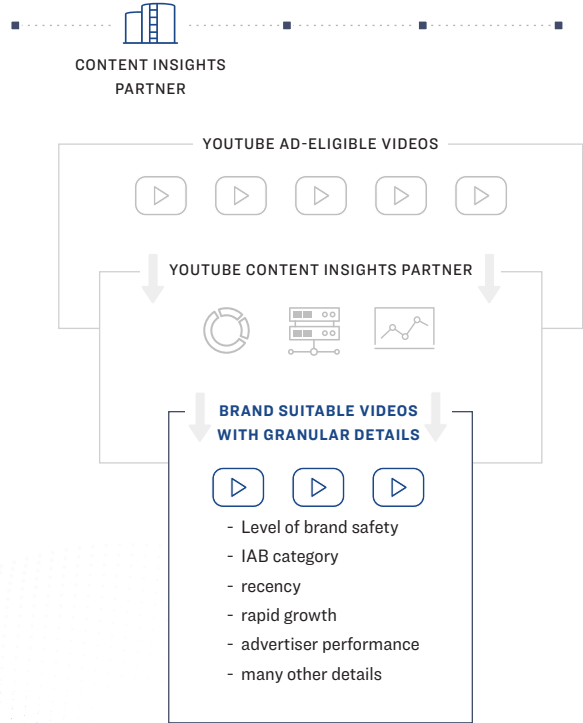
Just as water leaves the source and goes to a treatment plant, video content from YouTube should be analyzed by a content insights provider before being used for brand suitable campaigns. The critical analysis performed by certified content insights companies includes categorizing content by:

- 01** level of brand safety
- 02** IAB category
- 03** recency
- 04** whether it's growing in popularity rapidly
- 05** performance for advertisers

This step is very important as it gives granular details beyond whether the content is "suitable" or "unsuitable" and it's key to maximizing campaign performance. However, not all brand suitability providers take this necessary step.

TAKEAWAY FOR ADVERTISERS

Advertisers who work with a certified [YouTube content insights provider](#) are able to leverage the deepest detail about content performance.

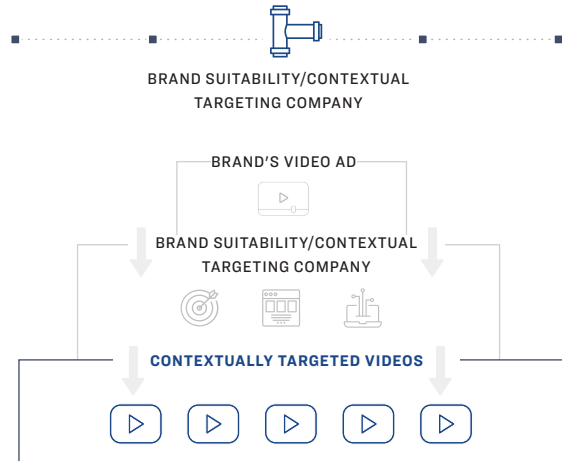


Brand Suitability & Contextual Targeting

When developing a YouTube brand suitability strategy, advertisers can work with a third party partner to include or exclude videos based on their level of suitability and contextual relevance.

Advertisers should consider brand suitability partners that are able to perform the following measures:

- 01** Maintain an ongoing list of channels and videos that are not brand suitable for any advertiser based on the 4A's Brand Safety Floor (see pg. 12 in this e-book)
- 02** Continually add and remove videos/channels that are related to tragic or sensitive current events
- 03** Include videos/channels based on the specific advertiser's profile and answers to a suitability questionnaire
- 04** Use a combination of machine learning and human analysis of content to create inclusion and exclusion lists
- 05** Harvest a large number of videos to train their machine learning to easily identify content that isn't suitable



TAKEAWAY FOR ADVERTISERS

Certified partners in the [YouTube Measurement Program](#) provide brand suitability and contextual targeting by adhering to the best practices listed to the left, have access to additional YouTube data, and focus on suitable performance for advertisers and agencies.



Adjustments During The Campaign

One of the biggest mistakes agencies and brands make on YouTube is to implement brand suitability measures before a campaign runs, but neglect to monitor the campaign in-flight. In the same way that some households use a water filter where the consumption happens, advertisers need to pay attention to the campaigns while in-flight and being consumed by viewers. Here are some key things that should be monitored by a partner:

- 01** Which brand suitable content placements are outperforming others
- 02** Whether certain channels have become unsuitable during the course of the campaign and should be removed
- 03** Whether sensitive current events have occurred during the course of the campaign which now require content exclusions



YOUTUBE CAMPAIGN
MANAGEMENT COMPANY

TAKEAWAY FOR ADVERTISERS

Advertisers are not usually able to monitor suitability during the campaign — especially since even a small \$10K campaign could be running on over 200,000 different videos. Agencies and brands should find a partner that has experience managing campaigns themselves versus only providing lists and stepping out of the picture. The ideal partner monitors and reacts to breaking news, changing creator landscapes, and opportunities for brand alignment.



Measurement

In the same way that communities continually measure the quality of their water, advertisers need to do the same with their YouTube campaigns. Brand suitability and contextual targeting partners can provide key pieces of information after campaigns conclude, including video level reporting for inclusion lists. Certified brand safety measurement partners can provide the following two key pieces of information along with other details:

- 01** percentage of impressions that were brand safe
- 02** percentage of impressions that were brand suitable

Most brand suitability and contextual targeting partners work with a certified measurement partner, and can provide one-stop shopping for measurement.



TAKEAWAY FOR ADVERTISERS

Advertisers need to make sure that the partner they work with is either a [Google-certified brand safety measurement provider](#), or a certified brand suitability and contextual targeting company that has partnerships with brand safety measurement providers.



4

Advertiser Takeaways

01

PARTNER UP

YouTube uses deep technology resources and human monitors to keep campaigns as safe as possible, but recommends partners to deliver full brand suitability

02

GET GRANULAR

Advertisers should seek the partners that are certified content insights experts so they can understand not just what is safe and suitable, but what performs

03

DON'T SET AND FORGET

Brand suitability partners should have experience running campaigns themselves versus only providing lists and then stepping out of the picture

04

MEASURE IT

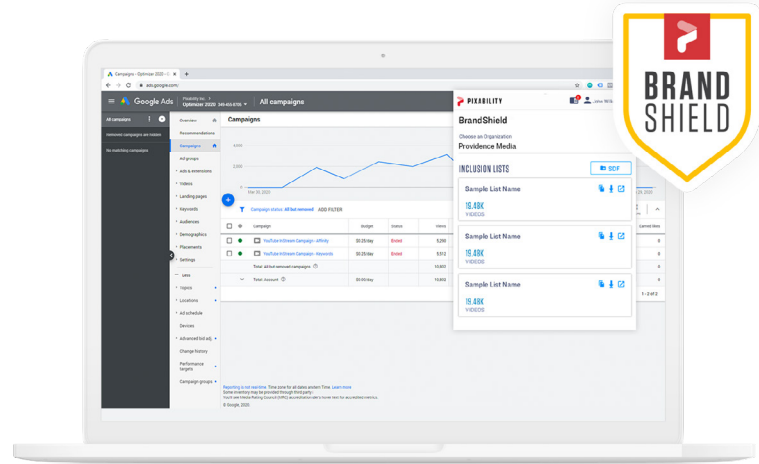
Leverage Google-certified measurement partners to confirm that advertiser efforts across every other stage were effective



APPENDIX

BrandShield From Pixability

BrandShield is the technology that powers Pixability's patented YouTube brand suitability. Our solution powers campaigns run on Google Ads, DV360, or PixabilityOne™. Pixability is the only Google-certified partner that can ensure a continuous flow of brand suitability from start to finish.



**SOURCE
BRAND
SAFETY**
YouTube



**PRE-CAMPAIGN
CONTENT
INSIGHTS**
Pixability



**DURING CAMPAIGN
BRAND SUITABILITY
& CONTEXTUAL TARGETING**
Pixability



**POST-CAMPAIGN
BRAND SAFETY
MEASUREMENT**
Pixability Partners



APPENDIX

About Pixability

Pixability is a video advertising software company that uses data science to ensure brand suitability while driving full-funnel performance on YouTube and Connected TV. It remains the only company globally certified by Google for both YouTube brand suitability/contextual targeting and YouTube content insights. The company's BrandShield technology powers a patented brand suitability solution that can be used on campaigns run on Google Ads, DV360, or PixabilityOne™. Pixability's suite of solutions are used by the top media agencies and brands including Dentsu-Aegis, Havas, Interpublic Group, Omnicom, Publicis, and GroupM, as well as Swatch, Bose, KIND, L'Oréal, and Puma.

CONTACT US FOR A DEMO

[Schedule A Demo](#) | info@pixability.com

YOUTUBE MEASUREMENT PROGRAM CERTIFICATIONS



Global Winner: Most Innovative Partner in Video Advertising, 2017



APPENDIX

The 4A's Brand Safety Floor

The Brand Safety Floor identifies 11 content categories (it was previously 13, but they merged some) that pose risk to advertisers, whereby advertisers might choose to adopt a “never appropriate” position for their ad buys. The content categories include:



- Adult & Explicit Sexual Content
- Arms & Ammunition
- Crime & Harmful Acts to Individuals and Society and Human Right Violations
- Death, Injury, or Military Conflict
- Online Piracy
- Hate Speech & Acts of Aggression
- Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust
- Illegal Drugs/Tobacco/E-Cigarettes/Vaping/Alcohol
- Spam or Malware
- Terrorism
- Debated Sensitive Social Issues

For more details on the floor, click [here](#).



