

Adello

Brand Safety: When even good advertising hurts

Part 1: Content and Placement



When even good advertising hurts

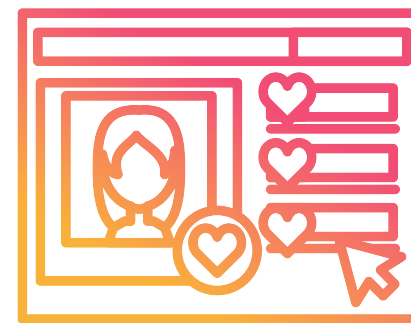
With RTB-bidding, when the selection of publishers is done automatically, raises a new challenge: how to secure the brand in a constantly changing Internet space?

Back in 1963, David Ogilvy, the author of Confessions of an Advertising Man, said that even good advertising can be both beneficial and harmful. I would add that it depends on where it is placed. Now, at a time of digitalization and programmatic advertising, the issue of brand security is more relevant than ever.

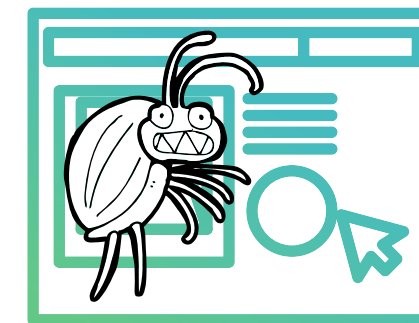
Brand Safety challenges



Advertising is shown on a large number of platforms



It has become easy for fraudsters to create fake sites and for seemingly reputable sites to fake traffic



The current approach of ads.txt and content review is not sufficient to protect your advertising spend

What is Brand Safety

In 2018, Verizon Media conducted a survey of 304 American advertisers, which showed that 99% of respondents are concerned about brand safety issues.

Brand safety is a concept of brand protection from references and manifestations in a negative information environment. Online advertising of the brand or mentioning its name should not appear on video and in articles, the content of which may conflict with the mission of the brand or violate its image.

Advertisers surveyed by Verizon Media were almost equally divided in terms of trust in sites: 54% said that YouTube and similar services solve brand security problems, while 42% disagreed. 51% of the interrogated trust Facebook and other social networks in security issues, while 45% do not. Fact: just placing on large sites does not protect from harm.

Adello





Drugs



Tobacco



Indecency



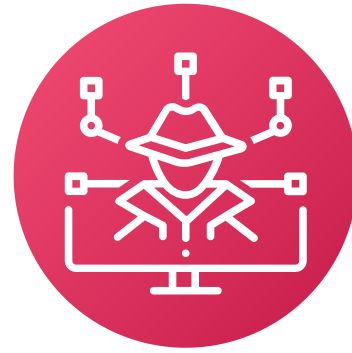
Content for adults



Hate



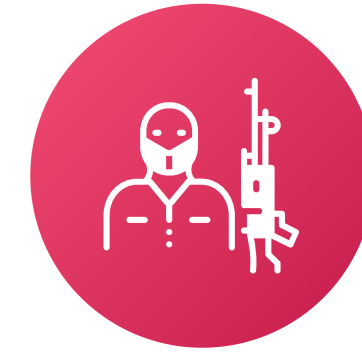
Gun



Crimes



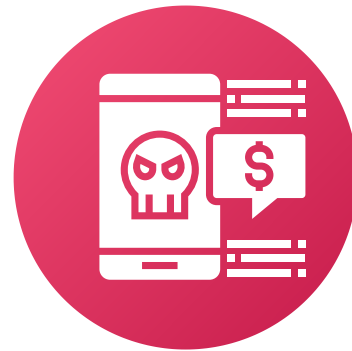
Death / Injury



Terrorism



Internet piracy



Spam/malicious sites



False news



Military conflict

Adello

Undesired Environment

The 4A Advertiser Protection Bureau offers a concept that helps advertisers assess risks and ensure brand security.

In 2018, they created the BSF document. It identifies 13 categories of content that are dangerous for advertisers.

Content is important

Adello

A negative environment for the brand is not only the obvious trash, like adult content, drugs, illegal content.

Even advertising with large and reputable publishers cannot guarantee absolute Brand Safety, because the content on the websites is constantly updated, and some of the materials are uploaded by users and/or faked.

Imagine the situation: the local news website published an article about a terrible car crash, which says: "the driver of car-brand-X failed to manage the car, there are victims..." and below displayed an offer to buy a car-brand-X at a discount. Conversions from this site "will take off".

Or remember the situation several years ago, when more than 250 advertisers, including Mercedes-Benz, L'Oreal, McDonald's, Audi, Disney, and many others, refused to place advertising on video. It turned out that their advertisement appeared in extremist videos. Despite using media agencies and "trusted" sites, budgets went into places they should never have. Buying big media brands is not sufficient.



Solutions

To sum up: the Brand Safety problem exists and, according to research, is highly relevant.

Therefore, the market has already come up with several ways to solve this problem: it is possible to determine in advance the list of desired sites - the process of whitelisting. For example, I want to place only on the Guardian, BBC, and CNN. Or vice versa, create a list of unwanted sites - Blacklist. For example, avoid bidding on inventory from Jackpot.de or PornHub. Another option is to define negative keywords by which advertising will not be shown for example, car accidents, breakage, etc.

These methods are relatively challenging for advertisers, though. It is impossible to manually select all relevant sites, just as it is impossible to block all dangerous sites. Moreover, white- and blacklists limit the number of available ad inventory. Therefore, this will affect the effectiveness of advertising. These lists quickly become outdated and require constant updating because the content is continuously changing. AI should help in this situation. And ads.txt addresses this in part, too.



Whitelist is a manually created list of sites that are considered safe for the brand.



Blacklist is a list of sites, which are unfavorable for the brand.



Negative Key Words list filters content based on prohibited words.

Brand Safety at Adello: Human & AI

Adello takes Programmatic Brand Safety seriously.
Our 3-step process is key to block invalid ad traffic from start.

- Automatic filtering of new traffic (never trust new devices) and publishers by keywords (eliminates ~90%)
- Continuous manual whitelisting process
- Automated pattern recognition (heuristics) i.e. response-times, click-patterns to distinguish human vs bots.

Adello



AdCTRL™ Defender & ViewCTRL

In 2016 we launched AdCTRL™ Defender & ViewCTRL. Now all Adello campaigns are exclusively using the AdCTRL Defender technology to buy (pre-bid) as much Brand Safe, valid and viewable impressions as possible, optimizing the campaign results already from start.

ViewCTRL delivers IAB-compliant viewable Mobile Ads at a guaranteed rate (vCPM). Advertisers receive maximum planning safety and quality.

Independent 3rd party audits prove our superiority.

Adello

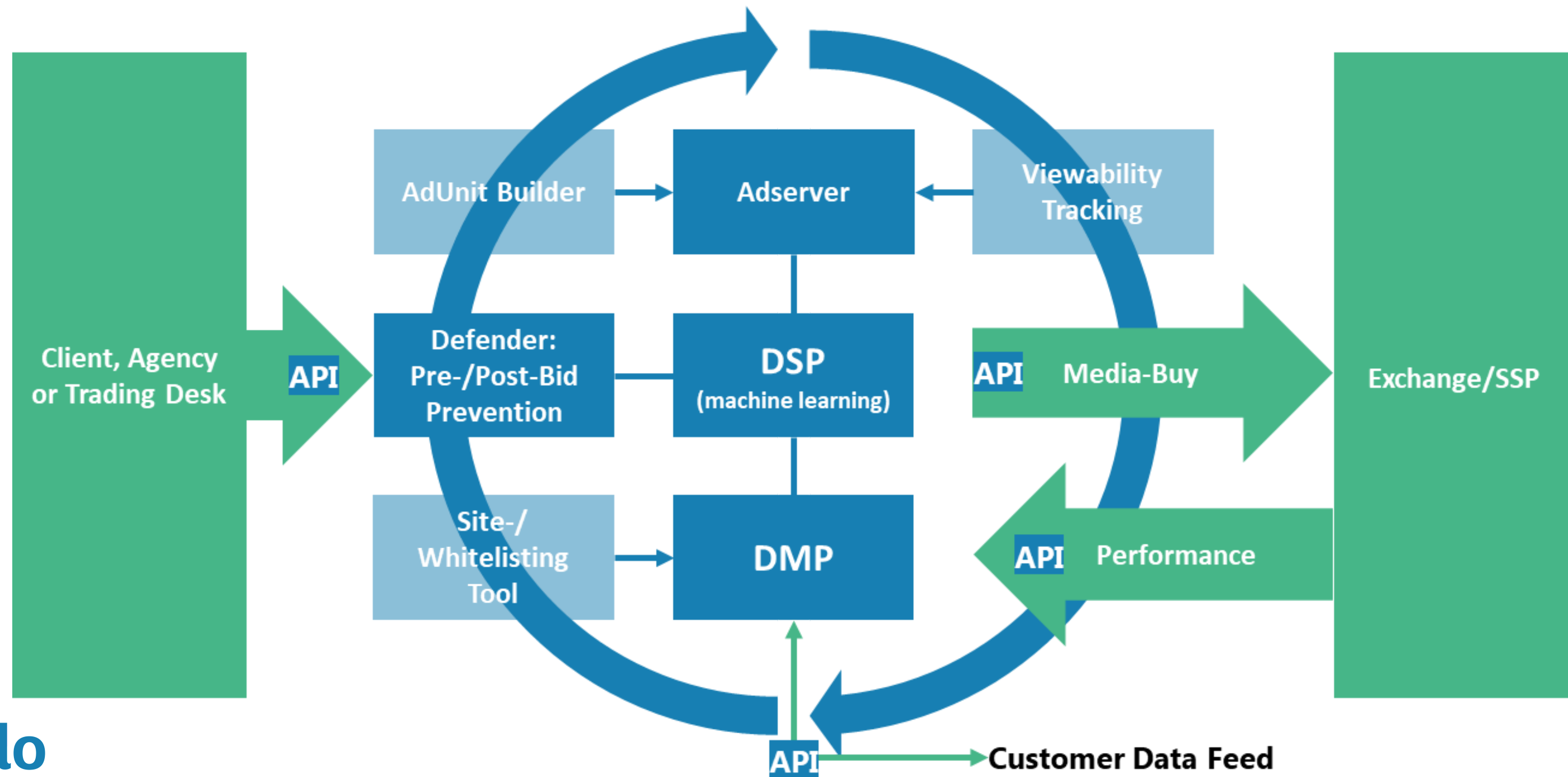


Holistic approach to Brand Safety & Fraud Prevention

Adello's tech team applies a multi-step approach with various machine learning algorithms to ensure Brand Safety and fight fraud pre-bid and post-bid. As our platform unifies Adserver, Tracking Solution, DSP, DMP on one single platform, we have all data available at the full granularity and in real-time. That ensures to never have to work with aggregate data nor to have delays or communication errors in-between systems of different vendors.

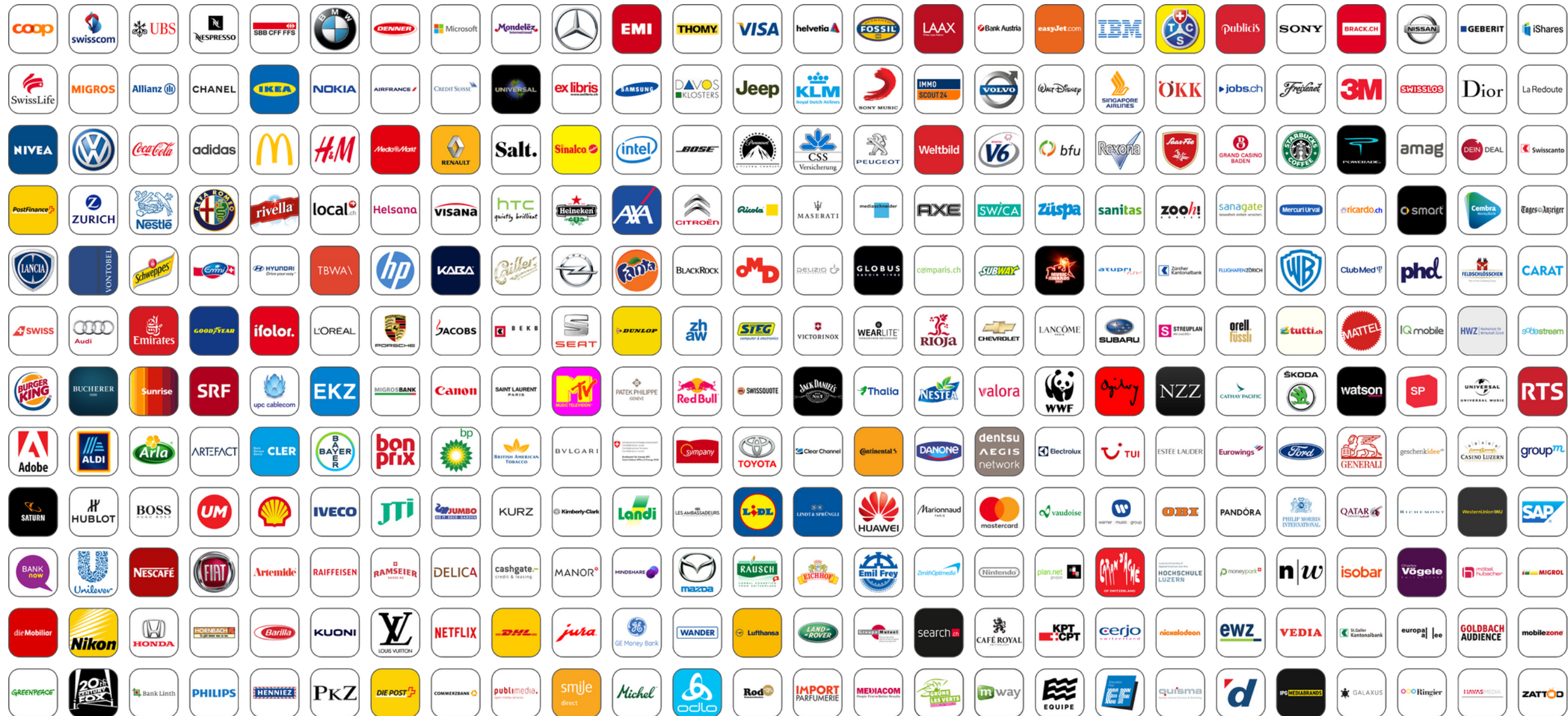
We have built our own data-pipelines, which are normalized, validated, and confirmed by the actual campaigns we run. There again, we manage data across the value chain: From before the bid occurs to how a campaign is set up, to the adserver with integrated sensors and trackers, to the actual bid request, to the post-bid data – all sit on one single platform and all elements work hand in hand.

Adello has always maintained a clear focus and built a leading expertise in mobile. This, unlike many other companies who ventured out to provide solutions across all media types. We believe fundamentally understanding and delivering the best in mobile requires focus. And our clients appreciate that.



Adello

Some of Our Valuable Clients



Adello

Selected Media Partners



Adello

Selected Media Publisher



Questions left?

Contact us:

sales@adello.com

phone: +41 44 500 31 50

Adello Group AG

Forchstrasse 32, 8008,

Zürich, Switzerland

Adello