IAB ADVERTISING QUALITY MEASUREMENT CHECKLIST

To prepare for a successful campaign with desired advertising quality, all parties should complete the following prior to campaign launch:

☐ **AGREE ON THE BUSINESS AND CAMPAIGN OBJECTIVE**
E.g. x% viewability, video completion rate, click-through rate or view-through rate, interaction rate, incremental sales conversions, etc.

☐ **WHICH ENVIRONMENTS DO YOU SUPPORT?**
- Desktop, mobile, audio, Over-the-top (OTT), or Connected TV(CTV)
- Web vs. app

CONFIRM ADVERTISING QUALITY METRICS DETAILS OF THE CAMPAIGN:

VIEWABILITY

☐ What is each supplier's capability for supporting viewability?

☐ How does each supplier define a viewable impression?

☐ Which definition of viewability to apply to the campaign, e.g. MRC standard, custom standard, supplier defined, etc.?

☐ Define the viewability % goal (if there is one). e.g. KPI 95%+ viewability for in-app VAST Video.

☐ Who will be measuring it, publisher, tech supplier or third-party viewability verification vendor? Who will be paying for it?

☐ What is the ad format and does the format's behavior align with the viewability goal? i.e. Are you basing it off the appropriate benchmarks?

☐ What is the billable currency - 100% viewable CPM (vCPM), or CPM with a guaranteed viewability % threshold?

☐ What happens if the viewability % threshold is not met? How much make good? How much of a budget clawback? Other concession?

BRAND SAFETY

☐ Define brand safe content vs. brand unsafe content.

☐ Define what adjacency means to you in different environments e.g. a scrollable environment (in-feed) vs. a pre-roll and mid-roll environment in video.

☐ Decide what type of inventory you will run in, i.e. article vs. video vs. audio.

☐ Ensure your suppliers support brand safety filters across all channels. Speak with supplier about whether inventory can be measured or not. For example, in-app content measurement by third-party verification is currently limited.

☐ Map your brand safety definition to your suppliers' brand safety filters.
- Black lists or white lists
- Keywords
- Content types
- Comments section
- Monitoring vs. blocking
- Age and/or regulatory specifics

FRAUD PREVENTION

☐ Ask if your inventory suppliers are TAG certified and, if so, when they became compliant . Ask for their TAG ID should you decide to validate their registration and certification. What is your reconciliation preference? Make good, deactivate publishers, budget clawback, etc.?

☐ Ask if the inventory is Ads.txt compliant?

☐ Define a fraud % threshold, and establish make-good provisions that trigger if/when the accepted threshold is surpassed, as measured by the third-party vendor.

☐ Which vendor will you be using for reporting on fraud? Whose tags to use to measure IVT? Who will be paying for it?

☐ What does (and doesn't) your vendor classify as Invalid Traffic?

☐ Map your definition of fraud to your vendors' fraud filters.
- Blacklist vs. whitelist (of sites, traffic sources, or IP addresses)
- Blocking vs. monitoring

☐ Ensure the vendor you work with supports IVT for the channels you want to run in, e.g. in-app vs. web, desktop vs. mobile vs. OTT, etc.

☐ How do you define SIVT (sophisticated invalid traffic) vs. GIVT (general invalid traffic)? Will you be able to generate a report that breaks down the different SIVT and GIVT filters?

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