

Transactional/Operational Recommendations for the Media & Advertising Industry:

Recommendations for Buyers (Advertisers/Agencies)

- **The Details Matter:** Educate yourself on the procedures and capabilities of your third-party partner options.
- **Transparency Should Always be a Priority**
 - Check the referrer policies of the sites on your domain inclusion list and track the rate of transparent sites.
 - Know your billable event: Auction Won, Creative Download, Begin-to-Render, Full-Render.
 - Push for full disclosure of pre-bid coverage rate from verification vendor: sampling rate + lack of information available in a pre-bid scenario.
 - Data review: Analyze the full URLs of where impressions were served.
- **Set Expectations**
 - Establish a Flag Rate Threshold: X%-Y% (i.e., 8%-10%) violation rate with distinctly brand unsafe content (Factors to calculate threshold: the degree of restrictions, legal vs. suitability constraints, the accuracy of the solution being used).
- **Sharing is Caring**
 - Reconciliation Process: Provide all relevant data to the platform.

Recommendations for Platforms (DSPs, Exchanges, SSPs)

- **Work towards ensuring the recording of the third party flagged brand safety suitability violations in reporting to buyers**
 - Work towards mapping brand safety/suitability flagged impressions to auction ID for log files.
 - Provide buyers with industry-aligned taxonomy.

Recommendations for Measurement/Verification Companies

- **Transparency Should Always be a Priority**
 - Full disclosure of pre-bid decisioning coverage rate
 - Full disclosure of pre-bid sampling rate
 - Full disclosure of post-bid sampling rate
 - Full disclosure of post-bid decisioning coverage rate
 - Reporting of pre-bid block rate by the supplier
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- **URL Management**
 - Disclosure of post-bid domain-only rate (i.e., % of impressions where full URL wasn't available).
- **Accuracy at All Times**
 - Provide precise categorization for violations.

Recommendations for Publishers

- A clear distinction between publisher-created content vs. user-generated content.
 - Provide buyers with industry-aligned classification taxonomy for monetized content pages.
 - For advertiser transparency, set a referrer policy to “No Referrer When Downgrade” that will always send the full URL <https://developer.mozilla.org/en-US/docs/Web/HTTP/Headers/Referrer-Policy>.
 - Provide buyers with clear pricing tiers based upon advertiser risk comfort.
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