

Could Your Ad Campaigns Benefit from a **Spring Cleaning?**



With spring upon us and the season symbolizing renewal, optimism and transformation for many people, it's no wonder some of us catch the spring cleaning bug.

Maybe you're thinking your campaigns could use a spring cleaning as well. We all know that chores are easier when you have a "to-do" list, so we've created a handy one for you below to check in with your performance partner and ensure that you are operating in a brand safe environment this season.

Spring cleaning questions for my performance partner

- Can you ensure site-level verification? Are all ads served on 100% verified Page URLs?**
Ask your performance partner if their ad tags can guarantee prevention of unwanted fraudulent inventory. If they have direct publisher relationships, then they will be able to place tags directly on the publisher page or add code to the site to read the URL of each page.
- Can you provide verification on the page-level?**
If your partner employs page-level contextualization technology to detect unsafe brand environments, their system can ensure that an ad will not be served around risky content.
- Can you guarantee that my ads run on verified domains?**
Your partner's system should be able to prevent an ad from serving on an unapproved domain.
- Do you work with accredited third parties to certify your processes?**
Entities such as the Trustworthy Accountability Group (TAG) award companies their "Certified Against Fraud" Seal to acknowledge that a partner has met rigorous anti-fraud standards. Likewise, companies like Integral Ad Science provide verification solutions that ensure ads do not appear against inappropriate content. Analytics and measurement companies like Moat offer protections against various forms of invalid ad traffic to promote brand-safe, human and viewable digital marketing. Your partner should be working with third parties that can certify the effectiveness of their brand-safety efforts.

You want a partner who cares about the safety of your brand as much as you do. As spring unfurls, make sure you take the time to ensure they are meeting your expectations.

Contact sales@exponential.com to learn more about how Exponential can ensure brand safety across your campaigns, while effectively boosting performance.