Background:

We need to revisit what we’re doing with fraud data provided by our partners.  Dave Masse on the BD team used to manually optimize our network with fraud data by manually excluding fraud inventory either at the exchange or as a blacklist on our side.  We need to be constantly doing this until we can fully integrate this data and use it programmatically across the platform.  This stuff should affect our performance… especially with Q4 coming.

We need to be optimizing the inventory plus optimizing our user profile store based on this fraud data provided by partners (like AdLoox).

Before we blacklist, we need to:

1. Doublecheck the list of domains
2. Check current delivery levels on those domains
3. Add those domains to our global blacklist
4. Add those domains to the publisher prefilters

Fraud Overview: (Joseph Carr)

Daily fraud report to Joseph Carr with sites that should be blacklisted network wide for confirmation/final sign off.

When you send your reports please mention the following **in the body of the email**. It is the goal to save the CS/AMs time and get them to actually open the reports after seeing the lowest performers.

1. Fraud - List the 5 most critical Advertisers including the Placement ID. Joseph to have final word on blocking.
2. Underperforming Creatives - List the 5 lowest performing creatives by Advertiser including the Campaign name and Placement ID
3. Let’s aim for over 1,000 impressions as a minimum baseline to be included
4. Low volume sites with high ad fraud

They should be in their own tab on the master excel sheet that you send to Joseph Carr weekly

1. In the Fraud reports: include an additional tab with a pivot table that breaks down the Publishers by their average % Fraud

* Do the same for the Advertisers

# Weekly Report: CS/BD

* For weekly we need to send two reports

1. High Performing
2. Low Performing

* Fraud overview
  + *Find patterns where fraud exists and create global blacklists as needed*
* Identifying inefficiencies by Advertiser and publisher
  + *Optimize working and pushing creatives with high viewability and brand safety*
* Identifying Underperforming websites and publishers
* Avoiding False Positives by Advertiser and publisher
* Identifying underperforming creatives
  + *Optimize pushing creatives with high viewability and brand safety*
* Adblocking:
* When you send out the reports, could you please state in the body of the email, the top and bottom 5 advertisers that are performing/underperforming? This way they can quickly scan the email and see if it is relevant to them for the corresponding week and help to save time.
* I envision it looking like a table that is as easy to read as possible similar to the one below with all of the report categories.
* Per the Analysis tab: remove the Advertiser ID (it’s already in the Campaign name) and include a column with the Viewability rate so that it’s easy for the CS team.
* What is the “Blacklisted” tab referencing? I see that icepop is on the list but according to Joseph it is not blacklisted. Please define.

# Low Performing reports:

# Identifying Inefficiencies

* 1. Viewability rate @ 30-100%
  2. Measure rate @ < 50-100% (improves confidence of viewability result, the higher the better)
  3. Firewall Filter @ 0-5%

1. Identifying Underperforming Websites and the Publisher
2. viewability filter @ 0-25

# Avoiding False Positives

1. Firewall (%) @70-100%

# Identifying Underperforming Creatives

1. Viewability rate @ 30-100% (Adjust viewability rate filter)

High Performing reports

# Identifying Inefficiencies

* 1. Viewability rate @ 0-30%
  2. Measure rate @ > 50-100% (improves confidence of viewability result, the higher the better)
  3. Firewall Filter @ 0-5%

# Identifying Underperforming Websites and the Publisher

1. viewability filter @ 70-100%

# Avoiding False Positives

1. Firewall (%) @0-70%