

## ANTI-FRAUD

**It is our belief...** that there is an intrinsic need for the digital advertising eco-system to take responsibility and be accountable for minimising ad-fraud across their trading relationships. Organisations and the end users are impacted considerably by a limited number of ‘bad actors’ within the current supply chain.

### The leadership position

Ad-tech companies should lead by example and follow best practice to minimise risk to revenue and encourage trust and transparency in digital advertising. Independent verification of processes clarifies to the wider ad trading eco-system that an organisation is making best efforts to minimise Ad-Fraud. Demand organisations have an expectation that the companies they trade with are taking the strongest possible measures to minimise fraud.

### Commercial imperative

Multiple studies have been published over the past 4 years, which estimate that between 8% and 30% of global digital ad spend is lost each year to advertising fraud. Juniper Research estimates that this will continue to rise, with the market losing up to \$44 billion as a result of fraudulent activity by 2022. Increasingly campaigns and revenue will be targeted to supply and partners which can demonstrate their integrity, thus making action a commercial imperative as well as an ethical one.

We advise 3 fundamental steps for an organisation to minimise their risk, which should be included in all agency briefs:

#### 1. Support anti-fraud initiatives

Register and become certified for the [JICWEBS Anti-Fraud initiative](#). Follow the Good Practice Principles which have been discussed, agreed, and ratified by the advertising trade bodies for the UK (ISBA, IPA, IAB, AOP):

- All should educate themselves on traffic fraud and the risks that it poses to business.
- Adopt policies and strategies to identify fraud and mitigate its impact.
- Advertisers should set clear objectives for media campaigns that focus on the measurement of real ROI, which is difficult for fraudsters to falsify
- Practice safe sourcing and trust only business partners who have earned trust
- Implement technology, such as Ads.txt, to track and detect fraud
- Filter traffic through tech vendors who prioritise fraud detection

#### 2. Use Anti-Fraud Vendors

- Identify and implement an independent 3rd party technology to optimise towards client campaign goals
- Use vendors who specialise in detecting and reducing traffic fraud
- Monitor 100% of supply, do not rely on sampling or only measure assumed high risk partners
- Assess vendor competence using the [JICWEBS taxonomy](#)

#### 3. Communicate progress and issues

- Host an internal list of high-risk domains or partners for the wider organisation to avoid.
- Where fraud has been identified at scale – share the domains with the appropriate Trade Body and the platform they have been sold through
- Contractually clarify measurement to be used and financial penalties if campaigns are impacted by fraud
- Train all staff members involved in ad trading to use best practice outlined in the JICWEBS document and ensure they check their partners are also subscribed to [this process](#)