

# Trustworthiness

Are you getting what you pay for in **digital advertising**?

The industry and headlines are fraught with fraud. Enough is enough, as leading global advertisers have made clear. Save yourself from embarrassment, consumer alienation, ad blocking, erroneous ROI, and wasted ad dollars. **What's your best defense against:**

- your ads showing up on inappropriate sites
- barely showing up (nearly 50% of all digital ads are not viewable)\*
- or seen by bots rather than people?

It's time for transparency. Here's a quick Scorecard to help you ask vital questions, partner with the best, build trust, and avoid negative consequences.

## SCORECARD

Questions to ask your digital media partner:

### VIEWABILITY & VERIFICATION



- Do you comply with the Media Rating Council (MRC) viewability standard for display ads? (at least 50% of ad pixels in view  $\geq$  1 second )?
- How does your  $\geq$  5 second time-in-view rate compare with display industry benchmarks?  
**Publisher Direct: 41.7% | Programmatic: 33.7% | Partner Name:**
- Who are your verification partners?

Let's build a better industry | IAS Integral Ad Science | MOAT | other:

### MEASUREMENT



- Is your ad server MRC accredited to count impressions?
- Is your agency's ad server MRC accredited to count impressions, clicks and post-click activity?
- Do you close the loop on campaign success with full-funnel, third-party measurement from industry leading companies?

COMSCORE | datalogix | ANSA powered by RSI | Placed | MillwardBrown Digital | other:

### FRAUD PROTECTION



- How does your ad fraud compare with display industry benchmarks (the lower the better)?  
**Publisher Direct: 4.2% | Programmatic: 22.7% | Partner Name:**
- Do you take a rigorous approach to the quality of your ad inventory?
- Do you partner with the leading TAG "Certified Against Fraud" vendors?

IAS Integral Ad Science | DV DoubleVerify | whiteops | dstillery | other:

## RELIABLE COMPARISON:

Valassis Digital adheres to high-quality compliance standards and we work alongside industry-best, third-party companies. We continue to beat programmatic benchmarks and rank closer to the higher-priced Publisher Direct channels. We'd be delighted to help you. Trust us.



Inaugural member: IAS Certified Viewability Partner Program

	$\geq$ 5 Second Time-in-View	Ad Fraud
Programmatic	33.7%	22.7%
Publisher Direct	41.7%	4.2%
<b>Valassis Digital</b>	<b>41.0%</b>	<b>3.8%</b>