Are Your Campaigns Brand-Safe and Reaching Real People?

It might seem simple, but it bears repeating: in order for your advertising campaign to be successful, **it needs to be contextually brand-safe and seen by real people.** Your messaging may be on-point, and your creative clever, but equally important for brand recognition, recall and engagement is a powerful, fine-tuned media buy reaching the right people.

But when your ad is near inappropriate content, brand favorability, trust and engagement drops – and now that we're in 2024's high-profile election season, our clients' brand safety is at the front of our mind. If your ad appears next to controversial political content, or on a site that spreads misinformation, its success rate drops significantly. That's why we recommend investing in ad verification. Especially now.

Learn More →

pollinate

Dig·i·tal Ad Ver·if·i·ca·tion

| ˈdijədl ad verəfəˈkāSHən |

(*verb*) The ability to confirm that ads are displayed in the right context, on the right websites, and seen by the right audiences.

How does it work?

Pollinate uses Integral Ad Science (IAS), a tool to measure brand safety risk, identify invalid traffic, and ensure viewability.

Brand safety means avoiding unsafe advertising environments to protect brand favorability, consumer trust and engagement. It is achieved by monitoring or blocking ad delivery near content that doesn't align with your brand values.

Invalid traffic is online activity that does not represent interest from real people. This includes fraudulent and non-fraudulent activities that skew impression, click or conversion metrics toward inflated efficiency.

Viewability measures whether an ad has the opportunity to be seen by a consumer.
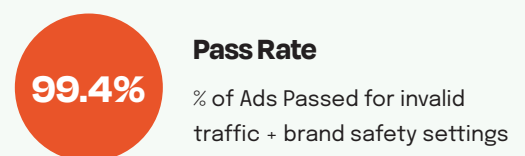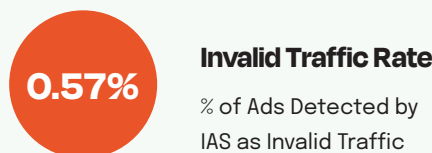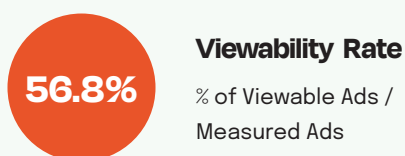
The Benefits of Ad Verification

☑ **Improved ROI**

Identifying fraud and avoiding risky content can help maximize return on investment.

☑ **Consumer Trust**

Brand favorability and consumer engagement improve when brands align with safe content, reducing the likelihood of a public relations crisis.

☑ **Adaptability**

Verification levers can be adapted to brand values, markets and regulatory environments.

☑ **Optimized Budget**

Combating fraud and invalid traffic supports media spend efficiencies.

Industry Benchmarks

56.8% — **Viewability Rate**
% of Viewable Ads / Measured Ads

0.57% — **Invalid Traffic Rate**
% of Ads Detected by IAS as Invalid Traffic

99.4% — **Pass Rate**
% of Ads Passed for invalid traffic + brand safety settings

Why is it important?

In order for your campaign to be successful, it needs to be seen, and in the correct context.

$4.6 B
Yearly cost of invalid traffic for US digital marketing, advertising and media industry*

56%
Amount of consumers unlikely to engage with an ad appearing close to inappropriate content**

33%
Amount of ads missed by consumers due to media environment**

66% & 29%
Lower success, and higher cost per conversion rate respectively, for ads adjacent to risky political content**

71%
Amount of consumers who feel less favorable toward a brand with ads appearing close to inappropriate content**

75%
Amount of consumers feel less favorable towards brands advertising on sites spreading misinformation**

Assessing Brand Safety Risk Levels
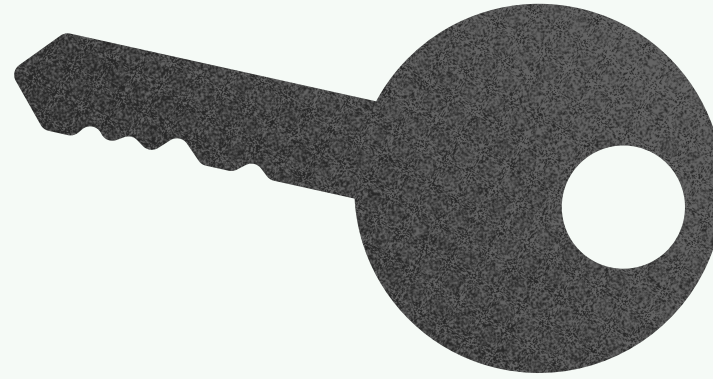
Ad verification tools like Integral Ad Science use technology to dynamically scores individual webpages to determine which content risk category they fall into, and to assess the level of risk they pose against identified settings.

Low risk page content is acceptable for all ages and audiences

Moderate page content is typically acceptable for most brands, somewhere in between low and high risk

High risk page content is explicitly offensive and likely doesn't align with most brands

Key players in the space

Adult

Contains adult content, descriptions, images, videos or topics.

Alcohol

Contains representations and endorsements/ glorification of alcohol consumption and/or abuse.

Illegal Downloads

Offer illegal viewing or downloading of copyrighted movies, music, games, software, including illegal links to copyrighted content.

Drugs

Contains representations and endorsements/ glorification of illegal drugs and prescription drugs that are illegal bought, sold or traded.

Hate Speech

Promotes discrimination, denigration, aggression towards people or groups based on race, religion, gender, nationality or ethnicity.

Offensive Language

Contains offensive terms, insults, swear words, vulgar terms, and religious blasphemy.

Violence

Contains representations and endorsements/ glorification of violence.

Critical Checklist

☑ **Brand Safety**
Using page-level analysis, control the context in which ads appear (based on client relevance).

☑ **Invalid Traffic**
Identify when, where and how fraudulent and non-fraudulent traffic impacts paid ads.

☑ **Viewability**
Access viewability metrics and optimize toward the top-performing formats.

Monitoring vs. Blocking

Integral Ad Science (IAS) reports 'failed' ads depending on identified campaign settings and various factors: brand safety risk thresholds, URL exclusion lists, keywords, geo parameters, language and invalid traffic.

If campaigns are set to **monitoring**, failed ads will still serve.

If campaigns are set to **blocking**, failed ads will not serve.

Example Strategies

Challenge

Issues with brand safety, attention and ad fraud are amplified during an election year.*

Tips for Success

Evaluate on a case-by-case basis to determine best use of IAS campaign settings:

Consider flight, market, brand values, products, media mix, scale, etc.

Apply contextual avoidance settings, where relevant (ex. Politics - Negative Content, Sensitive Social Issues, Protests, etc.).

Monitor campaign brand safety, viewability and invalid traffic metrics weekly.

Challenge

Over-blocking keywords, URLs and thresholds can negatively impact both scale and campaign performance.

Tips for Success

Find the balance between brand safety and scale, strategically blocking and monitoring, where relevant.

Closely monitor and optimize throughout campaign flight.

Challenge

Invalid traffic causes cost inefficiencies and can impact campaign performance.

Tips for Success

Monitor fraud trends and fluctuations, including AI advancement, and privacy laws to stay adaptable.

Implement blocking technology and exclusion lists, customized approach by tactic.

Understand invalid metrics by channel and partner to inform future decisions.

*Based on IAS 2020 election season data

Looking for a solid agency partner who takes digital ad verification seriously — and can help you build brand fanatics?

Reach out.