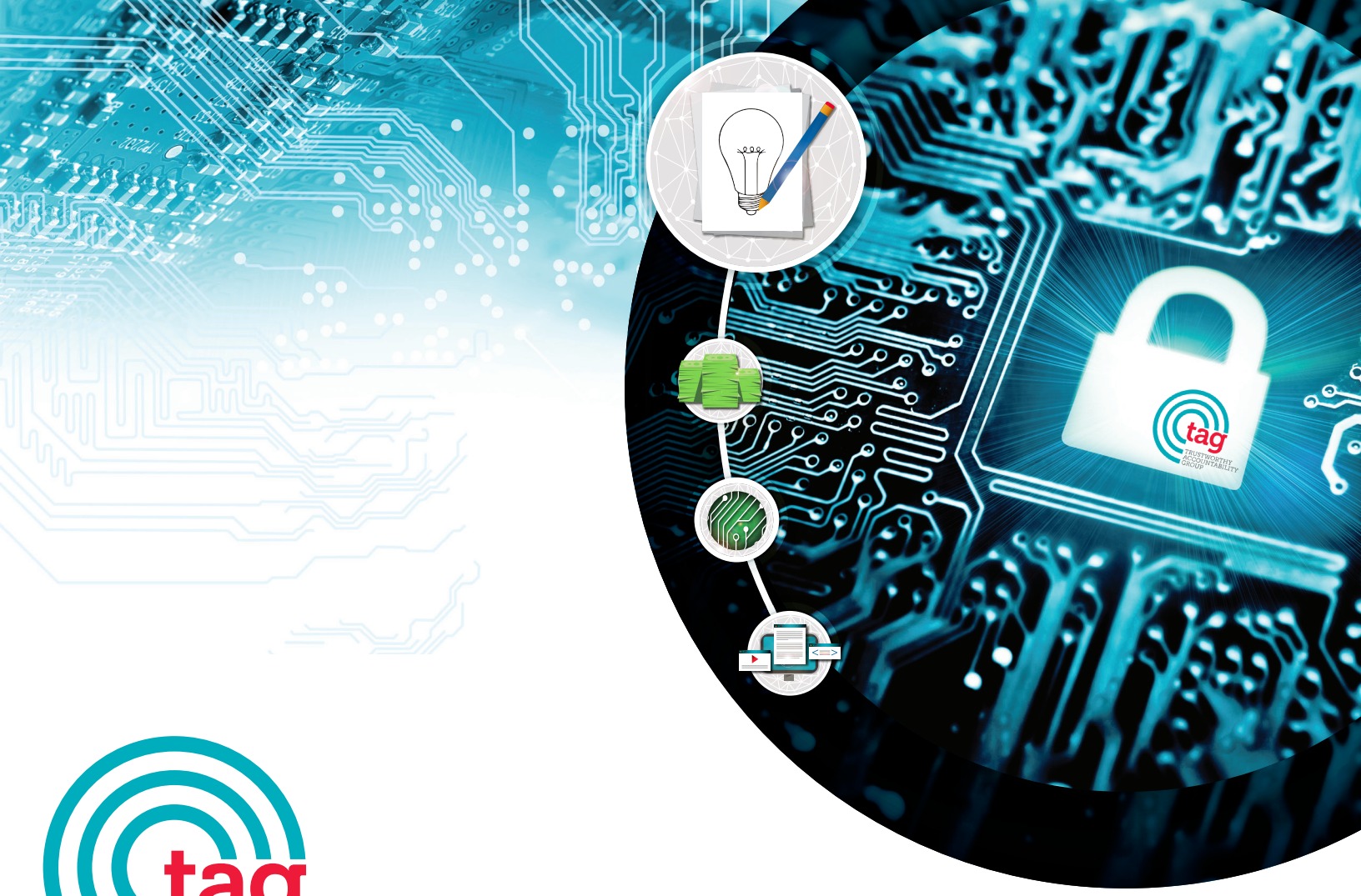


TRUSTWORTHY ACCOUNTABILITY GROUP

# 2020 TAG MEMBERSHIP:

## Industry-Leading Solutions for Agencies

### Solving Billion Dollar Problems

The Trustworthy Accountability Group (TAG) is a first-of-its-kind accountability program fighting criminal activity across the digital advertising supply chain. TAG works with companies throughout the supply chain in four areas critical to the continued growth and development of the digital advertising industry:

Eliminating Fraud

Combatting Malware

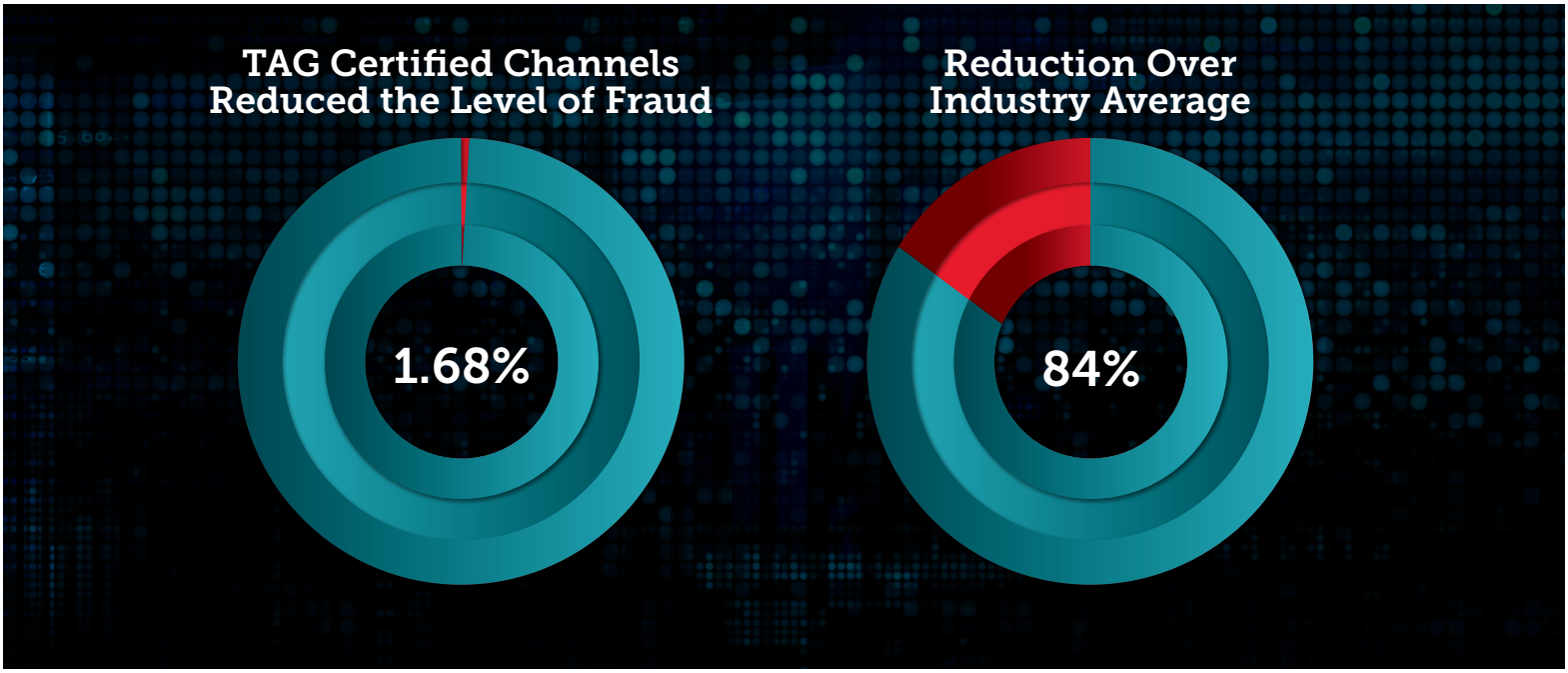
Fighting Internet Piracy

Promoting Transparency

### Brand Marketers Lose Billions Each Year to Fraud, Piracy and Malware

Research by the IAB and Ernst & Young estimated that **$8.2 billion can be saved each year** if the digital advertising industry works together to eradicate corruption across the supply chain.

- **$4.6 Billion** associated with fraudulent invalid traffic
- **$2.4 Billion** associated with infringed content
- **$1.1 Billion** associated with malware carried by ad creative




## TAG Programs Are Proven to Increase Brand Safety

Research conducted by the 614 Group, measuring the effectiveness of TAG's **Certified Against Fraud Program**, found that the use of TAG Certified distribution channels for digital advertising reduced the **level of fraud to 1.68%**. These results showed an **84% reduction** over industry averages.

In a study measuring the effect of TAG's **Certified Against Piracy Program**, Ernst & Young found that anti-piracy steps taken by the digital advertising industry have **reduced ad revenue for pirate sites by between 48% and 61%**.

## What Can TAG Do for You?

**Customer Protection**

- The Verified by TAG Program ensures that you, and your clients, can choose to do business only with legitimate partners, and that criminals are not masquerading as your clients' brands.
- TAG's certifications enable you to provide "triple brand protection" for your clients, ensuring that their brands are not damaged by fraud, piracy or malware.

**Competitive Edge**

- TAG certifications differentiate your anti-piracy, anti-fraud and anti-malware offerings as effective and trusted across the industry.

  The Inventory Quality Guidelines (IQG) Certified Program differentiates your ad placement offerings as better classified inventory and enabling advertisers and agencies to "buy smarter" from IQG Certified sellers.

**Thought Leadership**

- TAG's Working Groups and Leadership Council give your business the opportunity to network with industry leaders and provide strategic input concerning TAG's development and priorities.

## It's Time to Get "Verified by TAG"

Brand safety requires that legitimate companies have a way to identify – and choose to work only with – other responsible, trusted partners in the digital advertising ecosystem. The **Verified by TAG Program** provides exactly that. The cornerstone of TAG's anti-fraud efforts is that the program makes it possible for companies to employ a "two-factor authentication" system for the digital ad supply chain: the TAG Registry of legitimate players in the digital ad ecosystem, and the Payment ID System.

The **TAG Registry** is a Who's Who of trusted partners for any company involved in digital advertising, enabling companies to ensure that they are working with legitimate parties at every step of their digital ad campaigns. Companies in the Verified by TAG Program receive a unique TAG-ID that can be used to communicate their "TAG Registered" status – as well as the TAG certifications they have achieved – to partners across the digital advertising supply chain.

TAG's **Payment ID System** creates a chain of custody for digital advertising transactions, to ensure that payments made are going to legitimate companies. By linking identifiers for the partners from whom a company buys ad inventory and those buying from that company to that inventory, the Payment ID System makes it possible to find where fraud occurs and hold the right parties financially responsible.

## Customer Protection

The mission of the **Certified Against Fraud Program** is to combat fraudulent invalid traffic in the digital advertising supply chain. Companies that are shown to abide by the Certified Against Fraud Guidelines receive the Certified Against Fraud Seal and use the seal to publicly communicate their commitment to combatting fraud. Program participation includes access to TAG's suite of anti-fraud tools, such as the Data Center IP List, Payment ID System and Publisher Sourcing Disclosure Requirements.

The **Certified Against Piracy Program** was created to help advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. Buyers and sellers can now choose from a market of anti-piracy service providers whose services have been "Certified Against Piracy," as well as earning the seal themselves to publicly communicate their commitment to stopping ad-supported piracy. Program participation includes access to TAG's suite of anti-piracy tools, including the TAG Pirate Mobile App List.

The **Certified Against Malware Program** provides companies with a roadmap by which to combat malware effectively across the digital advertising supply chain. TAG's Certified Against Malware Guidelines provide a common set of principles and practices by which companies can effectively coordinate cross-industry information sharing. Program participation includes access to TAG's suite of anti-malware tools.

## Smart Buying

The **Inventory Quality Guidelines (IQG) Program** reduces friction and fosters an environment of trust in the marketplace by providing clear, common language that describes characteristics of advertising inventory and transactions across the advertising value chain. IQG helps sellers increase trust across whole industry – and therefore demand – by demonstrating excellence in trust, transparency, quality, and safety.

## Thought Leadership

TAG provides a host of opportunities to network and learn from respected industry peers, provide strategic input concerning TAG's development and priorities, and garner positive press attention by serving as a TAG brand ambassador.

**Leadership Council**

The TAG Leadership Council is the operational decision-making body for the organization, as it determines and oversees development for products and initiatives that advance TAG's mission and fulfill the Board's direction. Limited to twenty leading companies, the TAG Leadership Council offers a unique opportunity to make a strategic impact on the direction of the digital advertising industry.

**Working Groups**

TAG working groups develop and maintain the certification standards for each of TAG's certification programs, as well as the tools companies need to fight fraud, piracy and malware effectively. Bringing together thought leaders from across the industry, these working groups ensure that TAG stays on the cutting edge of digital advertising best practice – and ahead of criminal enterprises.

- The **Business Transparency Committee** builds trust, transparency and accountability throughout the digital supply chain by developing and promoting the adoption of standards, protocols and technologies that recognize trusted industry participants and help combat illegal activity.

- The **Anti-Piracy Working Group** created and maintains the Certified Against Piracy Program to help advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products.

- The **Anti-Fraud Working Group** works to combat the negative impact of fraudulent bot-generated, non-human traffic. TAG develops and enhances anti-fraud standards, protocols and tools for all types of entities in the supply chain.

- The **Anti-Malware Working Group** coordinates industry-wide efforts to improve defense against malvertising attacks to create a safer, more enjoyable experience for consumers and a more trustworthy system for advertisers.

## A Better Bottom Line: 2020 TAG Membership Pricing

### Basic TAG Membership

**$10,000**

**Participation in the Verified by TAG Program ("TAG Registered")**

- Inclusion in the TAG Registry of trusted partners for any company in digital advertising
- Access to TAG Brand Safety Training Program
- Unlimited Participation in TAG Working Groups and Thought Leadership Events

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**A la Carte Additions to Basic TAG Membership**

- **$5,000:** TAG Data Center IP List
- **$5,000:** TAG Pirate Mobile App List
- **$10,000:** Participation in a single certification

### Premium Comprehensive Membership

**$30,000**

**Participation in the foundational Verified by TAG Program ("TAG Registered")**

- Inclusion in the TAG Registry of trusted partners for any company in digital advertising
- Access to TAG Brand Safety Training Program
- Unlimited Participation in TAG Working Groups and Thought Leadership Events

**Participation in all four TAG certification programs:**

- Certified Against Fraud Program
- Certified Against Malware Program
- Certified Against Piracy Program
- Inventory Quality Guidelines (IQG) Program

**Access to the full suite of TAG compliance & transparency tools:**

- Payment ID System
- Data Center IP List
- Pirate Mobile App List

### Thought Leadership Membership

**$75,000**

**Representation on the TAG Leadership Council**

- A unique opportunity to make a strategic impact on the direction of the digital advertising industry

**Participation in the foundational Verified by TAG Program ("TAG Registered")**

- Inclusion in the TAG Registry of trusted partners for any company in digital advertising
- Access to TAG Brand Safety Training Program
- Unlimited Participation in TAG Working Groups and Thought Leadership Events

**Participation in all four TAG certification programs:**

- Certified Against Fraud Program
- Certified Against Malware Program
- Certified Against Piracy Program
- Inventory Quality Guidelines (IQG) Program

**Access to the full suite of TAG compliance & transparency tools:**

- Payment ID System
- Data Center IP List
- Pirate Mobile App List

**Additional discounts are available for Start-ups and Small Businesses.**

## Ready to Get Started?

Learn more at **www.tagtoday.net**, or reach out to TAG with your questions at **info@tagtoday.net**