

Ad Verification



▶ 2 Lessons



Learn about

With ever increasing investment in digital advertising, and the automation of buying processes, calls for greater transparency and accountability are growing fast. Particularly in focus are 2 key issues surrounding whether the ads paid for are actually being displayed to “real” people with the potential to act upon them.

By the end of these 2 lessons you will understand:

- ✓ **Viewability:** When is an ad considered to be “in view” and has the opportunity to be seen, & how this can be measured.
- ✓ **Ad fraud:** when is an ad real & visible to a human & not a victim of the ever growing number of campaigns impacted by malware & other malicious mis-uses of technology.



Lesson Overview

Lesson 1

Ad Viewability

A key metric of offline advertising made more complex in the digital arena by the sheer volume of impressions served across the web every day. Learn about how viewability is being defined in the digital space, what solutions are being developed to measure it, and how these vary across desktop & mobile.

In this lesson you will learn:

- ✓ Why ad verification solutions have become necessary
- ✓ How viewability is being defined across different digital ad formats and touchpoints by industry bodies
- ✓ Some of the big challenges around measuring viewability
- ✓ A perspective on some of the vendors currently offering viewability measurement solutions
- ✓ The commercial implications from an advertiser, agency and publisher viewpoint

Ad Verification



Lesson 2

Ad Fraud

More & more campaigns are being impacted by fraudulent impressions caused by malware, bots and other malicious uses of technology. Learn about some of the major types of ad fraud & what measures are being taken across the industry to prevent malpractices and combat the fraudsters.

In this lesson your will learn:

- ✓ Why ad fraud has become such a significant problem
- ✓ The main different types of ad fraud that occur in the digital space
- ✓ How the digital advertising industry has responded to the issue and who is leading prevention efforts
- ✓ The commercial implications of ad fraud from the perspective of the different market players and why more transparency is needed
- ✓ Measures that can be taken to help minimise the impact of ad fraud on your business