BRAND SAFETY:

CONTENT VERIFICATION

AUDIT REPORT - ISSUED FEBRUARY 2021

AdSquirrel
CONTEXTUAL INTELLIGENCE

abc

OVERVIEW

We were asked to assess whether the Adsquirrel Content Verification (CV) product – owned by OCM Digital Media – is capable of complying with the requirements in TAG's Brand Safety Certified Guidelines. Complementing the Certification issued by TAG, this report summarises our findings and provides further insight into the scenarios Adsquirrel can support, delving deeper into the technical variations that may occur with each TAG capability.

FINDINGS
The results of our testing showed Adsquirrel is capable of classifying and blocking the serving of advertising on media properties which contain content deemed inappropriate by advertisers in all areas specified by TAG.

PRODUCT OWNER STATEMENT
AdSquirrel, an AI-enabled tool, uses sophisticated models to analyze article content and images in real-time, returning 5 different results in context of Brand Safety, Topic Classification, Keyword Targeting, Named Entity Recognition and Sentiment Analysis. AdSquirrel uses Machine and Deep Learning algorithms, runs in Google Cloud to facilitate the scaling of the process achieving low latency predictions (under 50ms) and utilizes the AdManager connection for easy targeting and reporting while also allowing manual intervention through keyword blocklists. All this information is illustrated in a modern design Dashboard which provides statistics, graphs and useful insights for the end user

"We're pleased to provide independent assurance that Adsquirrel is capable of providing services in support of TAG's Brand Safety Certified Guidelines. Adsquirrel's decision to undertake independent verification demonstrates their commitment to transparency and accountability; both of which are valued attributes in today's digital supply chain."

Simon Redlich
Chief Executive,
ABC

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SUMMARY OF AUDIT FINDINGS

TAG GUIDELINES	CAPABLE IN THE FOLLOWING SCENARIOS
1. Classifying and/or blocking the serving of advertising on media properties which contain content deemed inappropriate by advertiser:	
a. By URL, domain, sub-domain, alias, app name etc including by keywords	When an inappropriate domain is visited.
	When an inappropriate sub-domain is visited.
	When the domain name contains an inappropriate word.
	When the sub-domain contains an inappropriate word.
	When the URL path contains an inappropriate word.
	When the query contains an inappropriate word.
	Client has declared their product can classify and block the serving of advertising within the web app name. This has not been tested.

SUMMARY OF AUDIT FINDINGS

TAG GUIDELINES	CAPABLE IN THE FOLLOWING SCENARIOS
1. Classifying and/or blocking the serving of advertising on media properties which contain content deemed inappropriate by advertiser:	
b. By Source Code	When inappropriate words are **before** the ad location.
	When inappropriate words are **after** the ad location.
	When inappropriate words are in meta tags.
	When inappropriate words are in alt tags.
	When inappropriate words are in inline JavaScript.
c. By content delivered via iframes	When the ad is delivered in an iframe, on a page which contains inappropriate content.
	When inappropriate content is delivered in an object.
	When inappropriate content is delivered in an embed tag.
	When the ad is delivered in an embed tag, on a page which contains inappropriate content.

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SUMMARY OF AUDIT FINDINGS

TAG GUIDELINES	CAPABLE IN THE FOLLOWING SCENARIOS
1. Classifying and/or blocking the serving of advertising on media properties which contain content deemed inappropriate by advertiser:	
d. By registering changes in content, in real time	When inappropriate content is added to the refreshed page.
	When inappropriate content is removed from the refreshed page.
e. When content not previously validated	Blocking the serving of advertising to any URL not previously checked as safe, until the status is known.
f. When JavaScript is disabled	Testing for this capability was not conducted as the majority of web advertisements require JavaScript enabled to be served.
2. Capable of incorporating lists of keywords, domains, URLs, apps, etc, deemed inappropriate by advertisers, into a CV product within a reasonable period of time	Incorporates any list of keywords or URLs within 1 working day of a new list being produced. NB. Apps not tested.
3. Instances where Content Verification is not possible.	If for any reason, the client's system is not able to read any content, then it will not allow the creative to be displayed.

SUMMARY OF AUDIT WORK

SCOPE

Testing was carried out in our 'walled garden' environment.
To assess whether Adsquirrel could support the TAG Guidelines, we created a variety of scenarios using a commercial ad server designed to replicate the way ads are commonly delivered, and we ran this through the Chrome, Firefox, IE/Edge and Safari browsers.

All our testing scenarios support the capabilities outlined in TAG's Brand Safety Certified Guidelines and delve deeper into technical variations that may occur with each capability.

Testing excluded disabling Javascript (as mentioned in the TAG BSC Guidelines) because the majority of web ads require it to be enabled. We also did not test in-App ad placement.

Our audit process started in October 2020 and finished in February 2021.

LEVEL OF ASSURANCE

Our work tested whether Adsquirrel is capable of preventing ad delivery on inappropriate content, according to the TAG Brand Safety Certified Guidelines.

It should be noted that the testing does not:
- Verify the scalability of the product.
- Fully reflect real life conditions such as multiple campaigns running on multiple sites.
- Verify implementation times required in real life.
- Verify the product blocks all content formats, especially non-HTML (eg. AV content, images).
- Examine any impact that the CV product may have on campaign delivery.

CONTACT DETAILS

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