



agenda21



Case Study

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after being verified by ABC for brand safety
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- Leena Vara-Patel, Operations & Ad Tech Director

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The Challenge

Brand safety and the negative effects of ad misplacement have recently come under intense scrutiny in the UK mainstream news.

For the media industry, it has long been a key concern for advertisers and their agencies alongside ad fraud. Leena Vara-Patel, Operations & Ad Tech Director at agenda21, explains, "**agenda21's strategy has always been to provide our clients with advertising solutions in a brand safe environment** whilst minimising ad misplacement. Although we've done this since 2013, it seemed timely to formalise our commitment as a way to help continue to raise standards within the industry"

The Solution

agenda21 made the decision to become independently verified to the JICWEBS principles for both DTSG (brand safety) and Anti Ad Fraud simultaneously.

Preparations for the verification process took place throughout 2017, during which time the ad operations team focused on refining and standardising their work practices.

The objective was to ensure that agenda21 was proactive in the data analysis and optimisation of blacklists, as well as weekly DSP (Demand Side Platform) optimisation for ad misplacement.

Vara-Patel comments, "**Having worked with ABC in the past, we had confidence they would be a trusted partner to turn to for guidance, expertise and support** throughout the verification process. We're pleased to say the audit ran smoothly with full, open communication and support from ABC."

"Thanks to the team at agenda21 I feel reassured that there's an added level of security in place around my digital marketing activities.

It's great to know that I'm spending efficiently and not losing out to fraudulent ad placements, as well as being able to protect our brand and ensure Equifax is only seen on appropriately themed websites."

- Joel Davies, Head of Acquisition, Equifax UK.

Outcomes

agenda21 successfully completed the ABC audits to JICWEBS' Brand Safety and Anti Ad Fraud standards, with auditors finding that many of the established processes being used already met the verification requirements.

Working practices were systematically documented and made even more rigorous, which has become helpful for the business in the long term as well as for staff training purposes.

A key statistic recorded by agenda21 is their **average fraud percentage, which has dropped from 2.6% to 1.3% saving agenda21's clients over £109k** in ad spend.

As a result of the process, agenda21 now recommends they only work with media partners and vendors that are also certified to JICWEBS standards.

"Our clients feel assured that we are doing our utmost to keep their brand safe whilst minimising fraud," explains Vara-Patel. "This is something we feel very strongly about and we actively encourage other agencies, media partners and tech vendors to get certified as everyone has a responsibility to improve standards within our industry."

As testament to the hard work of the team, **agenda21 were recently awarded best ops team at the Drum Digital Trading Awards, with the judges citing their JICWEBS certifications and client testimonials as key success factors.**

About agenda21

agenda21 is a modern media agency built for the constantly changing digital world and exists to shorten the time between a client's media investment and great stuff happening.

They do this by building connected media that is addressable, ad-servable or conditionally delivered with the purpose of liberating your creative messages and business.

Their teams work to leverage the power of media across paid search, social, digital audio, out-of-home, addressable TV, programmatic display and SEO (search engine optimisation) across technical, content and distribution.

When used properly this media and the data captured, creates stories that become the intelligence engine that drives what clients do, meaning they can act now and act fast.