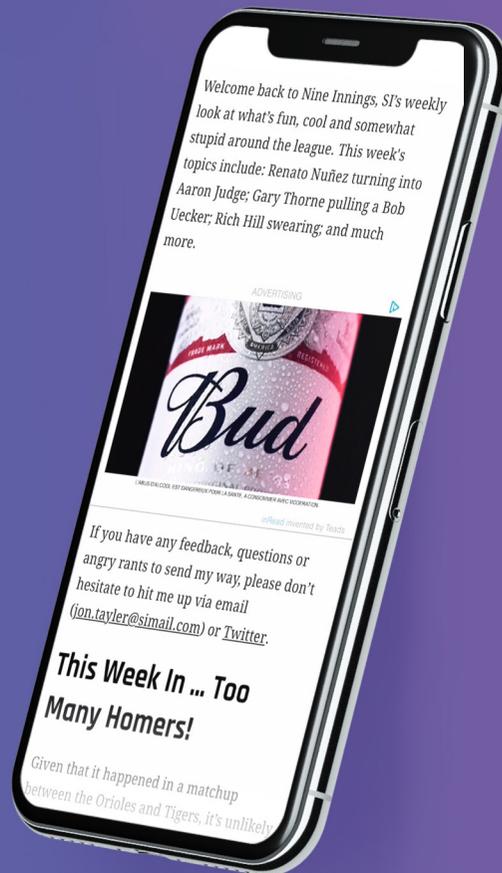
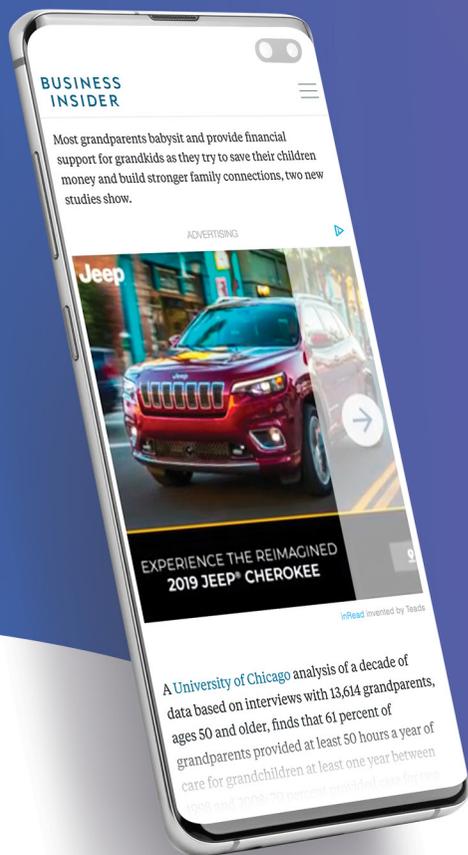


Teads

The Global Media Platform



Teads



Case Study

TEADS

Raising the bar in transparency and going beyond

Teads, the global media platform, creates made-for-mobile ad experiences and connects brands to over 1.5 billion people every month. It does this by providing advertisers with a single connection point to the world's leading publishers, through a sustainable and brand safe advertising platform. Teads' focus on building trusted partnerships means it's committed to delivering transparency for its clients.

“ABC’s thorough audit process reinforced to me how strong Teads’ tech stack is when it comes to brand safety and ad fraud protection.” Sara Di Pietrantonio, Global Operations Director of Ad Verification.



Case Study

Teads was one of the founding partners of IAB UK’s Gold Standard and has recently been certified for iteration 1.1. It’s also a founding partner of the Global Alliance for Responsible Media (GARM), an initiative launched in 2019 by the World Federation of Advertisers (WFA). GARM’s purpose is to bring together media companies, advertisers, agencies and industry associations to improve digital safety.

The Challenge

With Teads’ commitment to transparency and its role as an advocate for an open, ethical web, it has always focused not just on meeting industry ‘hygiene’ benchmarks but exceeding them. In this way, it sets its own bar for the standards it must meet for clients.

Sara Di Pietrantonio, Global Operations Director of Ad Verification, explains, “We believe eliminating ad fraud and maximising brand safety are the pillars of Clean Advertising; they’re basic hygiene factors that clients should expect. But we don’t want them to take our word for it; that’s why we’ve worked with third party verification technologies for a number of years and wanted to undertake ABC’s trusted independent audits to ensure we are over-achieving against industry standards.”

Teads has long been proving its ad fraud and brand safety credentials, having been independently certified to JICWEBS’ DTSG (Digital Trading Standards Group) brand safety principles for over three years, and having achieved TAG’s Certified Against Fraud Seal via self-attestation for three years. To raise the bar further, the next step was to work with ABC to become independently validated to the TAG Certified Against Fraud standards.



The Solution

Teads’ decision to work with ABC for both its brand safety and Certified Against Fraud audits was based on a number of factors.

The Teads team wanted a consultative service from beginning to end, and greatly appreciated ABC’s commitment to understanding the unique elements of its business before the audit began. In addition, ABC offered another level of trust and transparency, being owned and run by the advertising industry (advertisers, agencies and publishers). It also came with a reputation for excellence from over 20 years of online auditing experience.

Sara explains, “Working with ABC on our JICWEBS DTSG audits, we’ve always found them to be supportive; for example, providing information, templates and tools to make the auditing process clear and ensuring we have the knowledge we need.

The ABC team also made themselves readily available whenever we needed video calls and face to face meetings. This support was invaluable to ensure we (and, by extension, our clients) achieved maximum benefits from the process.”

Outcomes

Teads reported a number of benefits. “As well as highlighting areas we could enhance (like our knowledge management processes which we’ve since honed still further), ABC’s thorough audit process reinforced to me how strong Teads’ tech stack is when it comes to brand safety and ad fraud protection,” Sara explained. “Of course, the human element is equally important too, and we’ve fed the learnings from all our audits into our Global Verification Task Force. This consists of both buy and sell sides, who continually deploy globally agreed guidelines and best practices so we’re all working at the same high standard.”

Teads’ next focus is to further expand the documentation within its new Knowledge Base and deliver advanced training, so team members are even more confident and efficient in responding to their specific market needs.

Eric Shih, Global SVP, Business Development, commented, “Teads is proud to partner with ABC, as we are strong advocates of independent auditing and verification services to promote trust and transparency. As The Global Media Platform, both brand safety and fraud-free environments are inherent, core principles to Teads. ABC ensures that message remains consistent and true for our advertiser and agency clients.”