



centro.

AUDIENCE EXTENSION WEBINAR

Brand Safety & Ad Fraud

October 2021

AGENDA

- What is it?
- What are the benefits?
- When should it be pitched?
- How do I include it in a media plan?
- Questions?



WHAT IS IT?

BRAND SAFETY

Practices and tools that help to ensure an ad will not appear in an inappropriate context or served in a place that has no potential to be viewed by human users.

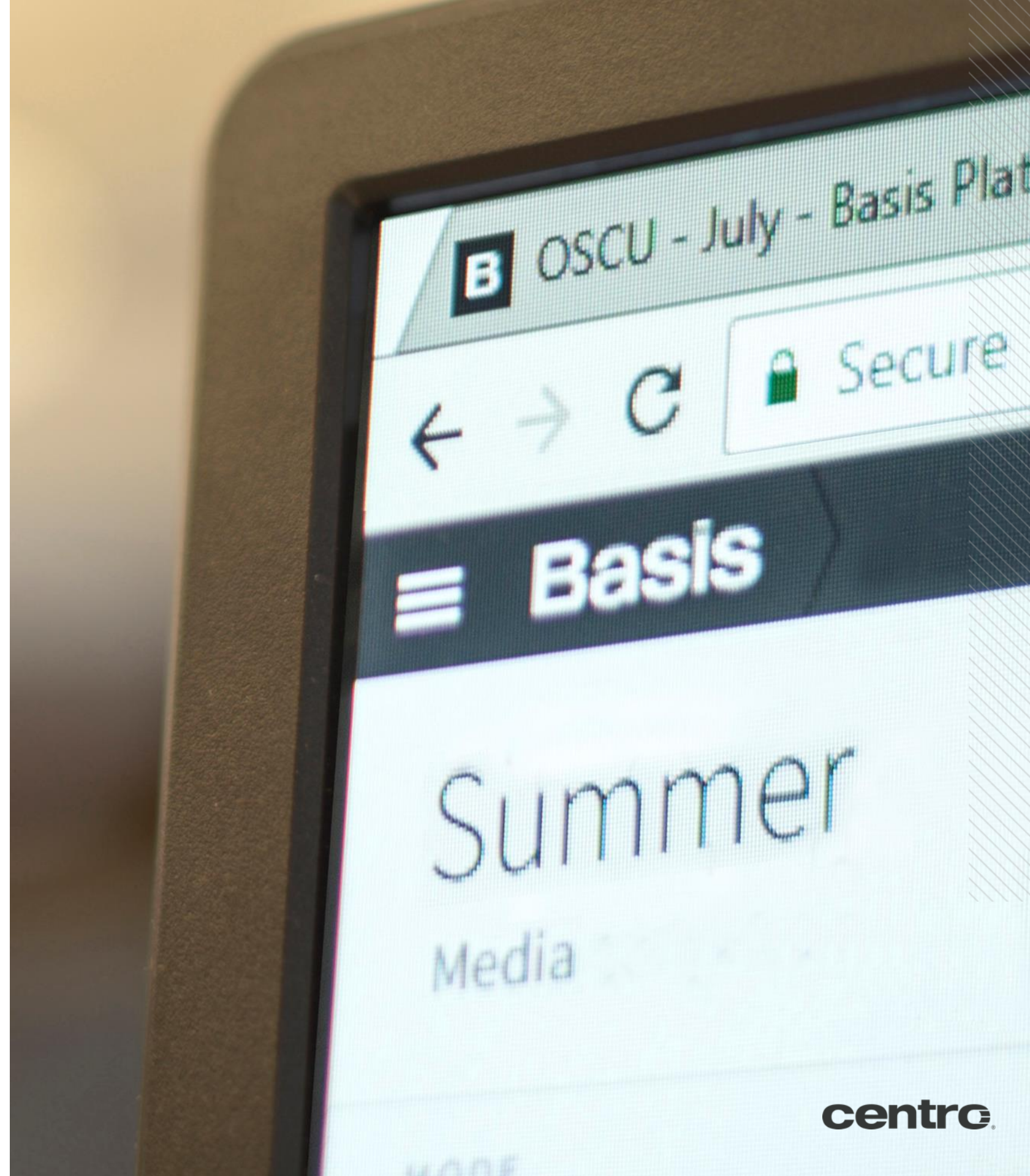


PLATFORM CONTROL

CENTRO IS WORKING BEHIND THE SCENES TO ENSURE QUALITY INVENTORY

Our experts are:

- Vetting all partnerships and third party data providers
- Providing automated inventory monitoring
- Spearheading industry-lead anti-fraud movements like ads.txt and supply chain optimization



CAMPAIGN CONTROL

HERE ARE TOOLS AVAILABLE TO YOUR BUYERS TO ENSURE SAFETY

1

Data

Include pre-bid filters to exclude sensitive content or include quality standards such as viewability

2

Domain Lists

Customize your inventory sources by applying blocklists or allowlists to your campaign

3

Optimizations

Monitor performance throughout the campaign and beware of any anomalies such as unusually high CTR

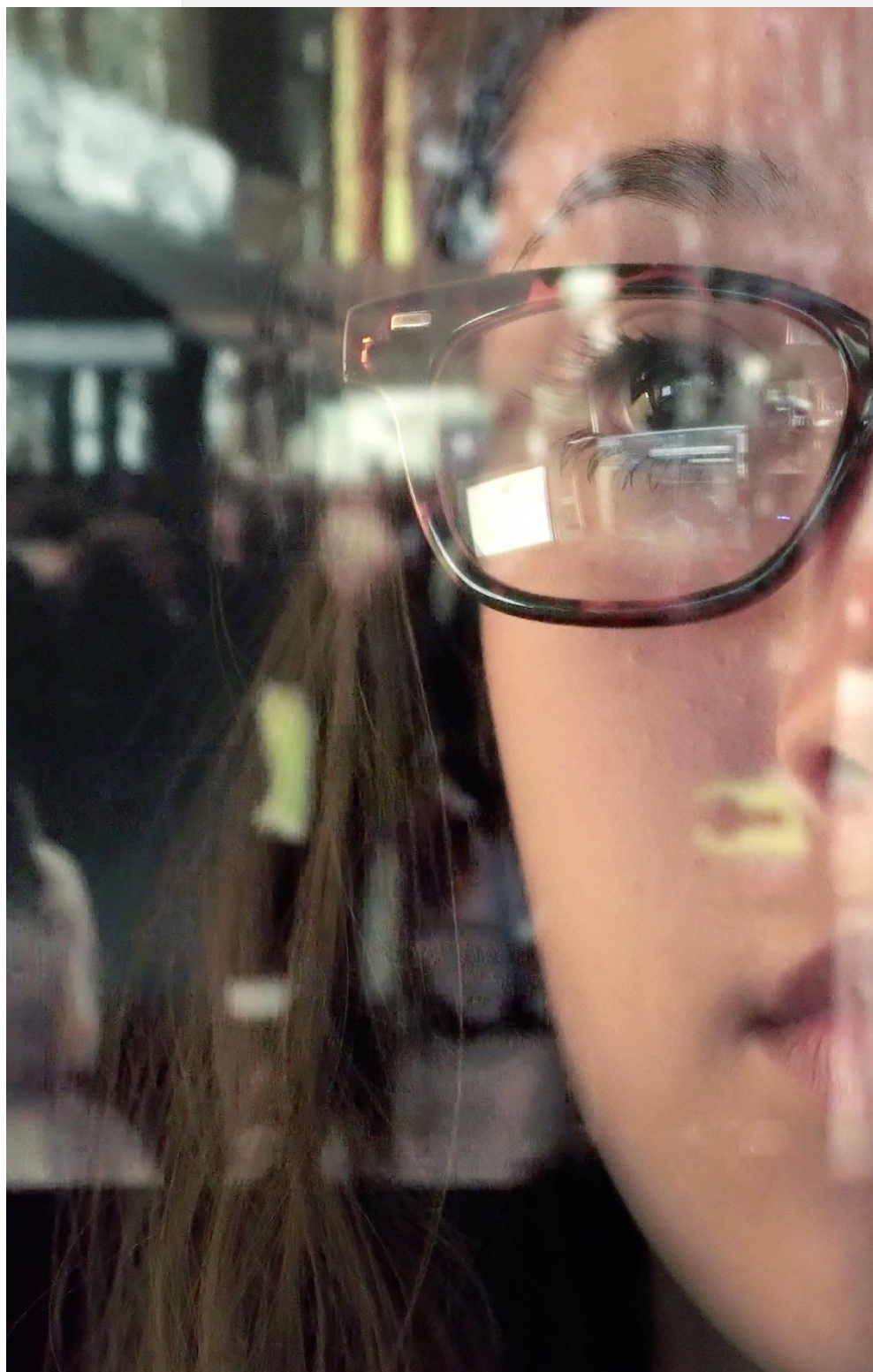
SEGMENT GRANULARITY

BELOW ARE EXAMPLES YOU CAN
APPLY BASED ON YOUR ADVERTISER

	Fraud Protection		Accident		Gambling
	Ad Count on Page		Alcohol		Crime
	Page Quality		Drugs		Hatespeech
	Ad Viewability		Disasters		Terrorism
	Language		Negative News		Obscenity



WHAT ARE THE BENEFITS?



CONTROL & TRANSPARENCY

ADVERTISERS HAVE A SAY

Brand safety and fraud prevention allow clients to feel more in control of their digital media.

Whether we are limiting content or including content, advertisers can feel confident about the placement of their brand.



**WHEN SHOULD IT BE
PITCHED?**

“BRAND SAFE” IS DIFFERENT FOR EVERY ADVERTISER

WHAT INDUSTRY ARE THEY IN?

More conservative industries or personalities will want to have more strict filters in place.

WHAT CONTENT DO THEY ALIGN WITH?

You can filter out content categories that do not align with their brand or messaging.

ARE THEY SENSITIVE TO CERTAIN SITES?

Apply blocklists or allowlists based on specific sites they want to avoid or target.

WHAT IS THEIR KPI?

Be sure to align their overall goal with their pre-bid filters such as viewability.



**REMEMBER
BASIS OFFERS A
BASELINE LAYER
OF BRAND
PROTECTION**



**HOW DO YOU INCLUDE IT
IN A MEDIA PLAN?**



CHAT WITH YOUR BUYER

HIGHLIGHT THE ADVERTISER'S REQUESTS

- Do we need to avoid content categories?
- Should we include brand safety filters?
- Do they need blocklist/allowlist?
- Are there optimizations that can be made and any anomalies?

Don't over-target which can limit our optimizations!



QUESTIONS?



**THANK
YOU.**