





About the ISA

- The Indian Society of Advertisers (ISA) is **the peak body representing advertisers across India for 70+ years.**
- ISA is one of the **founders of** Advertising Standards Council of India (ASCI).
- ISA is one of the three constituent bodies that **formed Broadcast Audience Research Council (BARC)**, a pioneer body in TV audience measurement.
- ISA is also one of the **founding members of the World Federation of Advertisers (WFA)** that operates from Brussels.
- ISA's **mission** is to **safeguard the interest of advertisers by promoting efficient and effective Advertising Practices**

We are the Indian Society Of Advertisers





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Foreword

As the Indian advertising landscape continues to evolve, the need for a robust and transparent framework has never been more critical. The Indian Society of Advertisers (ISA) has been at the forefront of these developments, committed to fostering a media ecosystem that prioritizes transparency, efficiency, and the highest standards of practice.

We are proud to present the culmination of our efforts in the form of the ISA Media Charter Playbooks. These playbooks—focused on Brand Safety, Ad-Fraud, Viewability, and First-Party Data—represent the collective expertise, insights, and commitment of industry leaders and stakeholders. The creation of these playbooks has been a meticulous process, driven by our shared vision to safeguard the interests of brands, consumers, and the broader advertising community.

In an era where digital advancements and the proliferation of media channels present both opportunities and challenges, these playbooks offer a comprehensive guide to navigating this complex environment. They serve as a testament to our dedication to upholding the highest standards in advertising. We extend our deepest gratitude to everyone involved in the development of these playbooks—our members, partners, and industry experts—whose contributions have been invaluable.

We believe that these resources will empower advertisers to make informed decisions, enhance the effectiveness of their campaigns. With the launch of these playbooks, we reaffirm our commitment to safeguarding the interest of advertisers by promoting efficient and effective Advertising Practices.



Legal Advisory

The use of brand names, vendor names and/or company names in the ISA Media Charter (IMC) playbooks and/or any mention or listing of specific commercial products or services in these playbooks is solely for educational purposes and does not imply endorsement by the ISA, nor discrimination against comparable brands, products or services available in the market. ISA does not endorse or recommend any vendor/company and references to any vendor/company in the IMC playbooks are incidental and have been used with the consent of such vendor/company for illustrative purposes. ISA members are not obligated to follow the recommendations outlined in the IMC playbooks. Each member should independently evaluate which suggestions, brands, vendor or company is best suited to their specific business needs, policies, and values. The action plans presented in the IMC are intended as recommendatory and optional guidelines. While the IMC playbooks address various challenges within the digital advertising ecosystem and propose potential solutions for improved efficiency and effectiveness, members are encouraged to consult their legal counsel if necessary before implementing any suggestions. ISA makes no representations or warranties regarding the content or outcomes of the IMC playbooks



VISION

To provide a comprehensive playbook as the go-to reference for understanding the challenges, best practices, and future directions of brand safety, offering actionable insights that empower brands, agencies, and platforms to protect and enhance their reputation.

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Adoption evolution for advertisers

4.2-12% Ads are placed in
unsafe environment

Understanding Brand Safety & Suitability

Understanding Brand Safety



Example

- The primary goal of brand safety is to prevent ads from being associated with content that could negatively impact how consumers perceive the brand.
- Brand Safety is generally not specific to a brand or advertiser, but applicable across advertisers.
- E.g. Content that promotes acts of violence would not be brand safe for any advertiser, regardless of their specific preferences.

Understanding of Brand Suitability

Brand suitability refers to avoiding content or context that is not aligned with a brand's values, voice, or audience. Brand suitability differs from brand to brand. For e.g. a high-end luxury fashion brand may want to avoid placing ads next to content related to bargain shopping, discount stores, or fast fashion. Associating with these contexts could dilute its premium image and exclusivity.

1.

Ensures that the content surrounding ads is a good fit for the brand's identity and objectives

Placing ads in relevant, targeted environments that resonate with the brand's tone and audience preferences

2.

Also enhances consumer trust, improves brand perception, and maximizes advertising effectiveness

Brand Safety vs. Brand Suitability

Example: A FMCG company that produces healthier, malted food drinks (MFDs) targeted at children

ENSURES ADS AVOID INAPPROPRIATE CONTENT	PLACES ADS IN CHILD- FRIENDLY ENVIRONMENTS (EDUCATIONAL SITES AND PARENTING BLOGS)	AVOIDS MISALIGNMENT BY SKIPPING PLATFORMS PROMOTING UNHEALTHY SNACKS
Brand Safety	N/A	N/A
Brand Suitability		

Importance of Brand Safety & Suitability Tools

Proliferation of User-Generated Content:

- The rise of platforms like YouTube increases the risk of ads appearing next to unmoderated, inappropriate content.

Risk of Unwanted Associations:

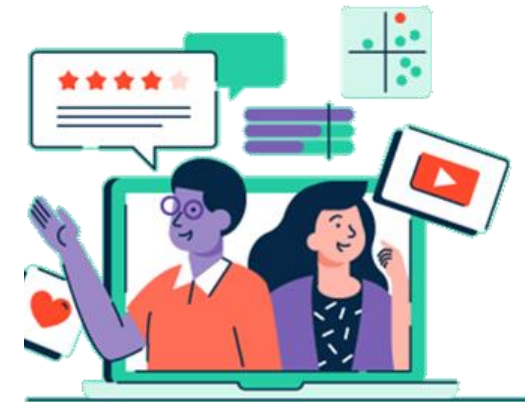
- Brands can be associated with controversial or offensive content when their ads appear alongside it, leading to negative publicity.

Complexity of Digital Advertising:

- The rise of programmatic advertising makes ad placement harder to control, increasing the need for advanced tools for brand safety & suitability.

Consumer Expectations:

- Socially conscious consumers hold brands accountable for ad placement, recognizing that ads in the wrong context erode trust.



Why Is It Important for Brands to Use These Tools



Protecting Brand Reputation



Consumer Trust and Loyalty



Compliance and Risk Management



Optimizing Ad Spend



Avoiding Financial Loss

Roles of Industry Bodies

Roles of Industry Bodies



MEDIA RATING COUNCIL (MRC)

Sets standards for media measurement, focusing on viewability, ad verification, and audience measurement.



TRUSTWORTHY ACCOUNTABILITY GROUP (TAG)

Focuses on eliminating fraud and malware, ensuring transparency and brand safety through certification.



INTERACTIVE ADVERTISING BUREAU (IAB)

Develops global standards and best practices for digital advertising, with a focus on brand safety and ad verification.



INTERNET AND MOBILE ASSOCIATION OF INDIA (IAMAI)

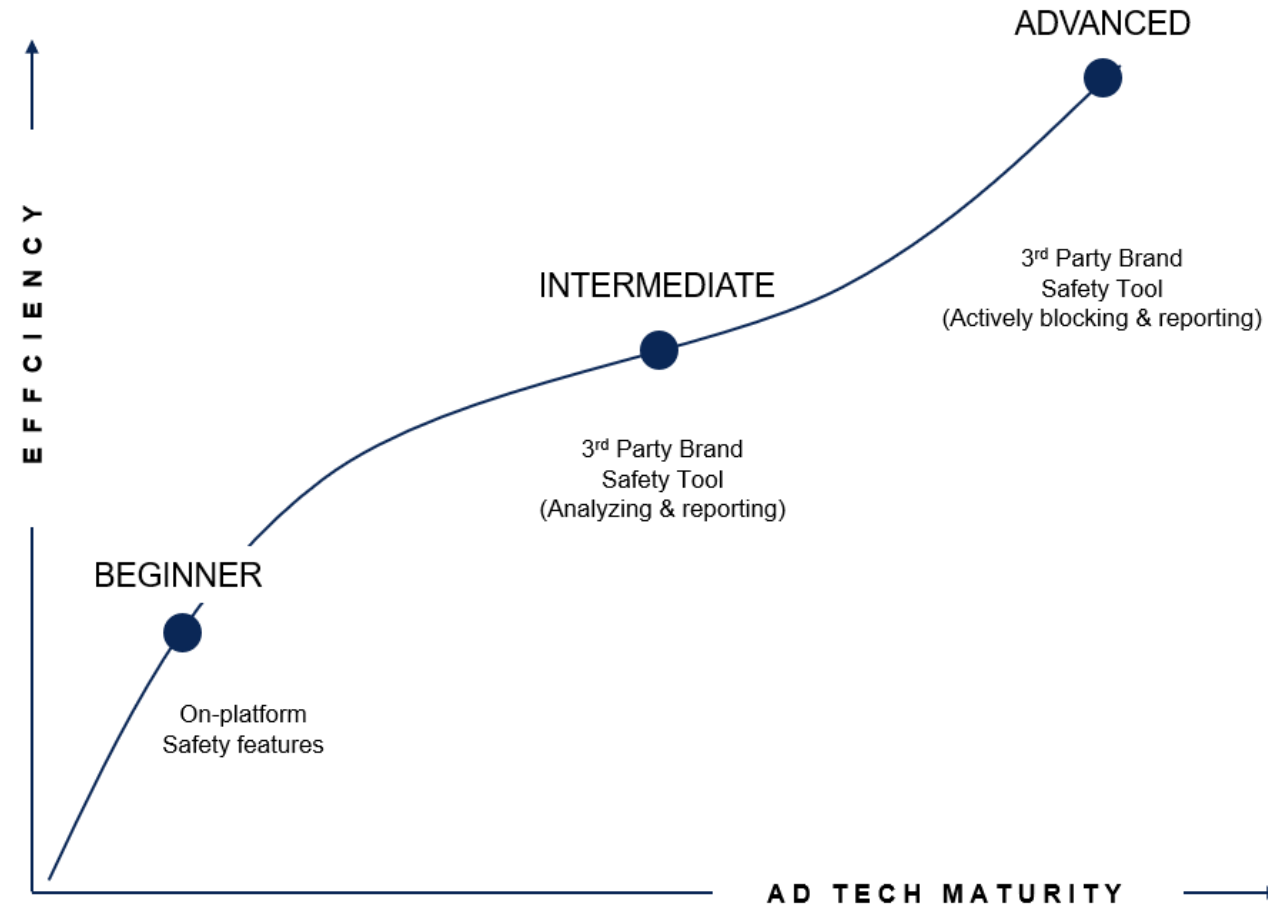
Promotes digital advertising standards and brand safety in India, collaborating with global bodies like IAB and WFA

GLOBAL

INDIAN

Implementing Brand Safety and Suitability

Typical brand safety adoption evolution for an advertiser



YouTube comes with its built-in Brand Safety Features

YouTube's 4Rs of Responsibility for Brand Safety:

- Remove harmful content
- Raise authoritative voices
- Reduce spread of misinformation
- Reward trusted creators

YouTube enforces these through policies, technology, and human reviews, ensuring content aligns with their guidelines across all parts (video, thumbnail, title, description, and tags).

YouTube is also accredited by the Media Rating Council.

Control Type	Description	Auction Defaults (Google Ads & DV360)	YouTube Select	Instant Reserve
Inventory Modes	Primary tool for content exclusions. It raises the bar on what is suitable for most brands, while allowing you to choose a level of suitability.	Standard Inventory Mode	Standard Inventory Mode (no Expanded mode for reservation)	Standard Inventory Mode (set to default)
Digital Content Labels	Classifies videos into ratings like DV-G, DV-PG, CSF, and DV-T.	'Not Yet Labeled' opted out by default	DL-MA, DL-Y, and 'Not Yet Labeled' opted out by default	'Not Yet Labeled' opted out by default
Content Type	Allows you to opt-out of placements on live stream and embedded videos.	None opted out by default	Opted out of embeds and live streams	None opted out by default
Topics	Allows opt-out of certain topics (e.g., cars and music) to keep ads off irrelevant videos.	None opted out by default	None opted out by default, option to exclude K2s at campaign level	None opted out by default
Keyword & Placements	Opt-out of terms, channels, or video IDs so ads don't appear on user searches or matching video titles.	None opted out by default	None opted out by default, channel and video ID controls available (no keywords)	None opted out by default

Content not suitable for ads, and will result in a "limited or no ads" monetization state.

Here are all the main topics that are not advertiser-friendly:



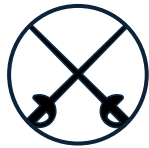
Inappropriate language



Harmful or dangerous acts



Adult themes in family content



Violence



Incendiary and demeaning



Tobacco-related content



Shocking content



Hateful content



Controversial issues and sensitive events



Adult content



Recreational drugs and drug-related content



Firearms-related content

Examples on YouTube

The Ferrero logo is displayed in a bold, brown, serif font.

Ferrero boosted YouTube reach by adjusting its brand suitability strategy

Overusing suitability controls initially limited ads on trending videos in Germany, but by refining inventory modes and content labels, Ferrero increased reach without compromising brand safety



McDonald's revamped its suitability strategy in 2020 with the "Famous Orders" campaign on YouTube

It shifted to limited mode to tap into Hip Hop culture while maintaining brand safety

This change reduced exclusions by 32% and supported inclusive buying practices

Meta allows control over ad placement & content choices

Meta's Community Standards enforce acceptable content through technology, reports, and reviews, using AI and human teams to maintain brand safety. Also, provides brand suitability controls for advertisers across its network:

Inventory Filters

- Expanded inventory: the default setting
- Moderate inventory: excludes high risk content
- Limited Inventory: excludes med-high risk content

Blocklists

- To stop your ads from appearing on content that you don't consider suitable for your brand or campaign

Content Type Exclusions

- Live Streams exclusions
- Publishers not on Meta's publisher list
- Topic Exclusions on in-stream video

Regional Content Safety

Brand Safety is challenging due to linguistic and cultural diversity

REGIONAL CONTENT SEES HEAVY ENGAGEMENT

> **1Billion hours** of regional content is consumed on YouTube each month

93% of Indian viewers prefer content in regional languages

As regional content grows, brands need strategies that work across multiple languages, as traditional English-based models often miss regional nuances.

3 STRATEGIES TO ADDRESS THIS ISSUE

Setup a Regional Language Keyword Corpus



Build a regional language keyword corpus to block unsafe placements

Understand Regional Content & Context



Use AI/ML to capture regional content nuances & scale effectively

Analyse Regional Sentiment






Rely on 3rd party sentiment analysis for brand safety across Indian regions

Brand safety is more effective with both text and video analysis.

Third-party BAV partners can now understand over 20 regional languages, including Hindi, Bengali, Tamil, etc.

Understanding 3rd Party Brand Safety Partners

Identify an external partner to further protect from brand unsafe environments

Parameters	 mFilterIt	 DoubleVerify	 IAS
Server to server integrations	✓	✓	✓
Real Time Blocking	✓	✓	✓
CTV inventory coverage	✓	✓	✓
Prebid with DV360/ TTD	✗ (TTD integration in process)	✓	✓
Post bid with DV360 / TTD	✓	✓	✓
Direct Media	✓	✓	✓
MRC certified	✗	✓	✓
IAB & TAG Certified	✓	✓	✓
Brand Safety as per GARM guidelines	✓	✓	✓
Meta coverage- Static / Display (including catalogue ads]	✓	✓	✓
Meta coverage - Video formats (including catalogue ads to commerce)	✓	✓	✓
Brand suitability coverage for Meta	Yes with placement exceptions	Yes with placement exceptions	Yes with placement exceptions
Brand Suitability coverage - YouTube / OTT platforms/Open Web Buys	✓	✓	✓
Local tech support in India	✓	✓	✓
Indian languages supported far text	Yes for all major languages	Yes for all major languages	Yes for all major languages
Indian languages supported far video / audio	Yes for all major languages	Yes for all major languages	Yes for all major languages
DSP's integrated with far Pre-bid blacking	✗	Yes for DV360, TTD & Mediasmart, Xandr, Amazon	Yes for DV36D, TTD, Mediasmart, Xandr and many more
DSP's integrated with far post-bid measurement	Yes for DV360, TTD & Mediasmart	Yes for DV360, TTD & Mediasmart, Xandr, Amazon	Yes for DV36D, TTD, Mediasmart, Xandr and many more
Ad Servers / tags supported	✓	✓	✓
Real time dashboard to track brand safety, ad fraud and viewability	✓	✓	✓
Ability to measure as per MRC and GroupM standards	✓	✓	✓

Identify an external partner to further protect from brand unsafe environments

Parameters



Categories	<p>126 Categories, Subcategories and thresholds for brand safety for blocking and monitoring.</p> <p>528 categories and sub-categories for brand relevancy for contextual targeting</p>	<p>90+ categories for classification, blocking and monitoring.</p> <p>More than 450 IAB Categories and in addition custom contextual categories (tailored as per the brand requirement)</p>	<p>280+ readily available segments that are used to classify content for both blocking and monitoring</p> <p>370+ topical, seasonal, and audience proxy off-the-shelf segments for content targeting</p>
Brand Safety Methodology	<p>Content and Context Suitability Analysis: Leveraging AI-driven technology for precision and effectiveness.</p>	<p>200K ontological concepts used in classification of semantics. With AI-driven technology, classifications are aligned to sentiment, avoidance, and contextual categories.</p>	<p>Uses Advanced NLP to detect 90+ emotions and grade sentiment basis this. Also does frame-by-frame level analysis for videos. Close to 300 Billion data points tracked through AI for precision.</p>
Brand Safety Levers	<p>Inclusion/Exclusion lists, Brand-specific custom categories. Content and context avoidance/targeting, both Mobile App and web traffic, at Site/App/Page/video ID level exceptions, Language & Keyword targeting/avoidance.</p>	<p>Inclusion/Exclusion lists, Content avoidance/targeting, Mobile App controls, Site/App/Page exceptions, Language & Keyword targeting/avoidance, Brand-specific custom category</p>	<p>Standard Control, Topical control, Verticalized Control, Brand Specific control.</p> <p>In addition- Misinformation, MFA, and Ad Clutter Segments avoidance segments</p>

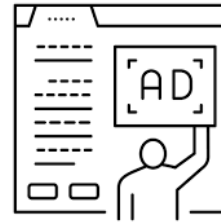
BRAND SUITABILITY GUIDELINES WITH THE EXTERNAL PARTNER



Setting Up Inclusion/Exclusion Lists

Inclusion Lists: Criteria that target relevant placements, ensuring ads reach the intended audience effectively

Exclusion Lists: Criteria to avoid, preventing ads from appearing in harmful or unsuitable contexts



App Controls for Ad Placement

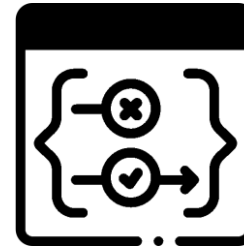
Category Restrictions: Define suitable app categories for ad placements to match audience interests and brand values



Identifying Relevant Terms and Content Categorization

Utilize tools to identify relevant terms or keywords, with tools like Google Ads' keyword planner, SEMrush, KeywordTool.io, etc.

Content Categorization: Classify content based on brand values and audience signals using keywords



Exception Lists for Ad Placements

Make specific allowances or exceptions to the standard inclusion or exclusion lists

Approval Workflow: Establish a standardized process for evaluating & approving exceptions, involving key stakeholders

MONITORING VS. BLOCKING

Monitor ad placements in real-time to ensure alignment with brand values, blocking ads in compromising environments to protect brand integrity and maintain campaign effectiveness.



REAL-TIME MONITORING

Leverage advanced ML-driven tools to analyze content context and audience sentiment instantly



REAL-TIME BLOCKING

Auto-blocking on predefined criteria like inappropriate content or audience mismatch

Example:

If the monitoring system detects an ad next to unwanted politically-charged content, it triggers an immediate block to avoid association with controversial topics

By adopting these strategies, advertisers can ensure their ads reach the target audience in safe, appropriate environments, maintaining brand values and integrity throughout the campaign

DETERMINE RISK TOLERANCE PARAMETERS WITH 3P BRAND SAFETY PARTNER

So, what are the categories and the sub-parameters within these?

ADULT CONTENT	ALCOHOL	GAMBLING	HATE SPEECH	ILLEGAL DOWNLOADS	ILLEGAL DRUGS	OFFENSIVE LANGUAGE & CONTROVERSIAL CONTENT	VIOLENCE
EXPLICIT PORN	EXPLICIT ALCOHOL CONSUMPTION LEADS TO DEATH	ILLEAL GAMBLING	EXTREMIST NEWS SITES	DOWNLOAD OF ILLEGAL CONTENT	EXPLICIT DRUG CONSUMPTION LEADS TO DEATH	EXPLICIT OFFENSIVE STATEMENTS	EXPLICIT VISUALS ON VIOLENT ACTS
NUDITY	STORES SELLING ALCOHOL	ONLINE GAMBLING	OFFENSIVE LANGUAGE TOWARD SPECIFIC PEOPLE	ILLEGAL VIEWING OR DOWNLOADING OF CONTENT	HOW TO BUY/SELL DRUGS	PROFANITY AND INAPPROPRIATE PHRASES	SEVERE CRIMES WITH/WITHOUT VISUALS
SEX	GLORIFICATION OF USE/ABUSE	IMPROVING/ BETTING ODDS	PROMOTING DISCRIMINATION	HOW TO ILLEGALLY ACCESS CONTENT	GLORIFICATION OF DRUG ABUSE	SPREADING FALSE NEWS	LESS SEVERE CRIMES WITH VISUALS
SEXUAL IMAGES OR SEXUAL SERVICES	ALCOHOL USE EDUCATION	ONLINE LOTTERY SITES	HATE SPEECH FOR PURPOSES OF EDUCATION	STREAMING	TIPS ON ACQUIRING PRESCRIPTIONS	EDUCATION ON OFFENSIVE TERMS	SHOPS SELLING WEAPONS/GUNS
ARTISTIC NUDITY	HOW TO MAKE WINE/BEER/LIQUOR	REVIEWS OF CASINOS	COMEDIC REFERENCES	NOTHING	DRUG USE PREVENTION	OFFENSIVE TERMS AS PROPER NAMES	GLORIFICATION OF VIOLENCE
SEX EDUCATION	ARTICLES WHERE ALCOHOL IS MENTIONED	MENTIONING OF GAMBLING TOPICS	NOTHING		MEDICAL RESEARCH	LOOSE LANGUAGE	BRIEF MENTION OF EXTREME TOPICS
NEWS ARTICLES ON SEX	WINE/ BEER/ COCKTAIL APPRECIATION	NOTHING			NEWS ON DRUG ACIVITIES	NOTHING	VIOLENT ACTS IN A PLAYFUL CHARACTER
SWIMWEAR APPAREL	FOOD RECIPES CONTAINING ALOCHOL				MENTIONING OF DRUG TERMS		NOTHING
NOTHING	NOTHING				NOTHING		

■ VERY HIGH
 ■ HIGH
 ■ MODERATE
 ■ LOW
 ■ VERY LOW

HOW TO ENSURE SAFE & SUITABLE PLACEMENTS?

Assess Risk Tolerance:

Define your risk tolerance for sensitive content and set brand safety settings, accordingly, avoiding on/off solutions that limit scale

Identify Unsafe Content:

Clearly outline what content is brand unsafe and avoid it across platforms.

Keyword and Content Buckets:

Define keywords and content categories that are unsuitable, and set risk thresholds for these (e.g., IAS example).

Leverage Exclusions:

Use account-level exclusion options from publishers to block unsuitable content.

3rd Party Validation:

Regularly validate choices through third-party checks to ensure accuracy.

Update Keyword Lists:

Scrub keyword lists twice a month until >98% adherence is achieved, then update quarterly to balance safety and scale.

Inclusion Lists:

Use inclusion lists to target trusted sites, reviewing them regularly.

Creative Review:

Ensure creatives are appropriate for the current global context and adjust as needed.

Understand Placement Context:

Consider sentiment, content topic, and emotions when reviewing placements to ensure suitability.

IMPORTANT TO UNDERSTAND THE CONTEXT OF A PLACEMENT

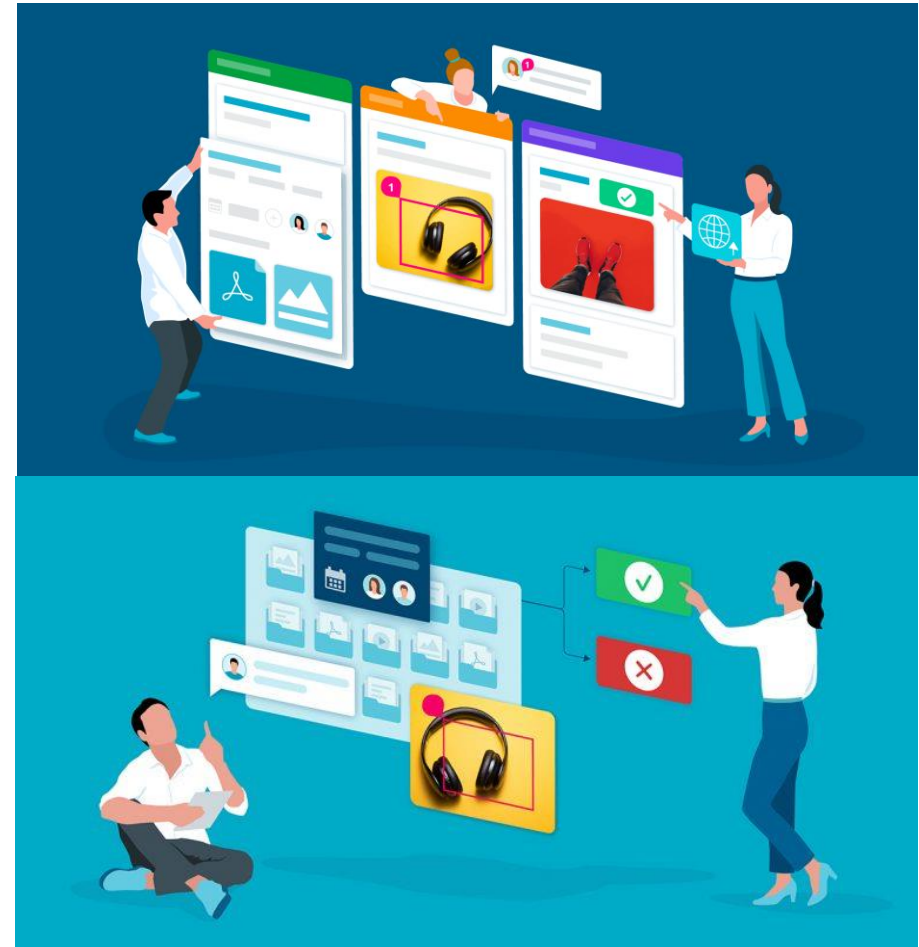
Example:

To know whether “Shot” is unsafe/unsuitable in a context of an article on golf, looks for the following -

- Categories like golf and sports entertainment
- Sentiment in the article - this article has positive sentiment
- Emotions like happiness or success
- Entities like companies, people, and places

Based on these it would assess placement on a golf page suitable, versus a blanket ban on the word “shot”

Brand safety guidelines do not change by format. Be it display, video, audio, reserved or programmatic the guidelines remain unchanged



Programmatic Buying

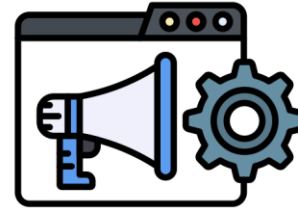
Brand safety strategies for programmatic advertising



Direct deals & private marketplaces



Blacklisting & Whitelisting



Reputable Programmatic Provider



Investment in premium inventory

Pre-Bid Brand Safety workflow

PRE-BID BLOCKING PROCESS

STEP 1



SSP OFFERS INVENTORY

When a user visits a webpage, the SSP offers the ad space to various DSPs



STEP 2

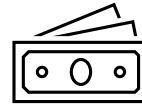


DSP EVALUATES INVENTORY

DSP checks the inventory against brand safety filters using 3rd party data/algorithms



STEP 3



DSP PLACES OR SKIPS BID

If the inventory passes the safety check, the DSP bids; otherwise, it skips the bid



STEP 4



SSP RUNS AUCTION

SSP runs a real-time auction, with the highest bid winning and the ad being served

Key Point:

1. Brand safety is ensured before bidding, preventing unsafe inventory from entering the auction.
2. Most 3rd Party tools, have pre-bid mechanism built in which avoids serving your ads in non-safe environment

POST-BID BRAND SAFETY WORKFLOW

POST-BID BLOCKING PROCESS

STEP 1



AD IS SERVED

After winning the auction, the ad is displayed on the publisher's page

STEP 2



POST-BID ANALYSIS

After serving, a brand safety check ensures the ad appeared in a safe environment, either in real-time or later

STEP 3



MITIGATION

If the ad is in an unsafe environment, actions like pulling the ad or blacklisting the publisher may be taken

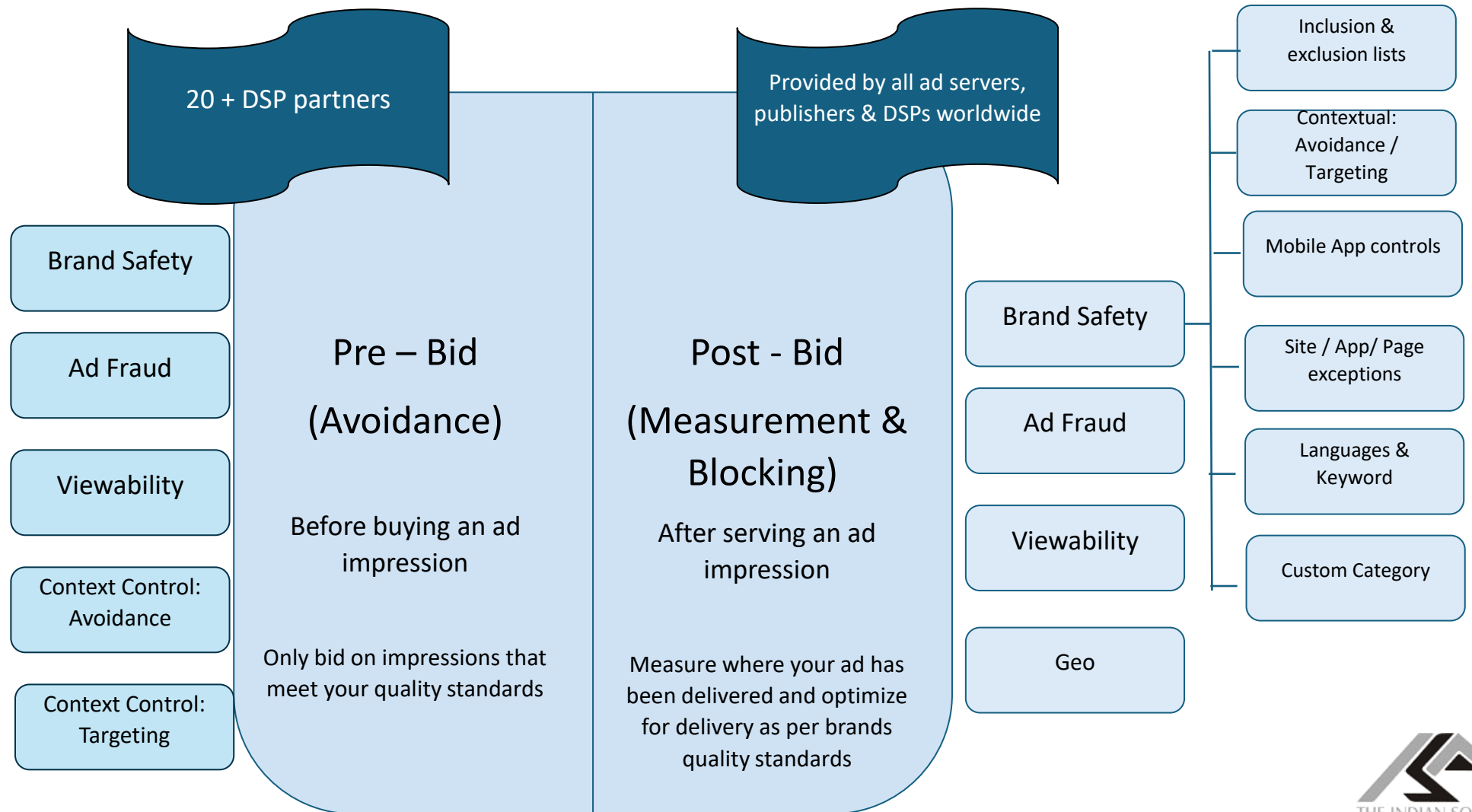
Key Point: Post-bid safety is reactive, addressing issues after the ad is placed.

Pre-bid and post-bid comparison

Pre-bid	Post-bid
Implemented within the DSP (Buy Side)	Implemented within the ad server (measurement side)
Eliminating bad quality inventory before the media is purchased	Layers of protection help monitor and block bad quality inventory
Billing done by the DSP directly based on usage. No tags are used	Need to generate tags and flight them on the campaigns
NO dashboard access available to validate and measure brand safety/ viewability scores	Access to monitor every single impression you have served along with ability to dig deeper into the media performance
NO reporting tool available to share with advertisers or to optimize campaigns	Full access to reporting tools via the dashboard and also ability to create custom reports for easier tracking and optimization
Need to use different pre bid segments for each of the BAV metrics (Brand Safety, Ad Fraud and Viewability) and billing also done individually	All three BAV metrics (Brand Safety, Viewability and Ad Fraud) measured by one tag

Combining pre-bid and post-bid solutions maximizes protection and efficiency by reducing wasted impressions and catching issues missed in the pre-bid phase

Metrics/Filters available in Pre bid & Post bid in Brand Safety



Real-World Applications

CASE STUDY #1

Authentic Brand Safety Targeting Saved a Global IT Company 14% of India Media Spend

Challenge: An IT advertiser in India faced 20% block rates on programmatic buys due to strict keyword-based brand safety settings, needing to reduce blocks without compromising safety

Solution: The advertiser implemented Authentic Brand Safety targeting, allowing centralized control over brand safety and fraud settings across multiple platforms. By aligning pre-bid targeting with post-bid measurement, they reduced block rates, simplified management, and avoided unsafe impressions

Results: Within a day, block rates dropped by 95%, stabilizing under 1%. The advertiser saved **14%** on media spend, improving the scale and effectiveness of their campaigns

Quick Stats:

- Highest block rate was coming from keyword blocks.
- A paid test across five campaigns and an ROI calculation were conducted.
- After just one day of using Authentic Brand Safety targeting, their brand safety block rate dropped by 95%, from 20% down to under 1%.



CASE STUDY #2

Brand Safety and Suitability Solution Allowed Major Fashion Brand to Safeguard its Brand Reputation Without Limiting Scale

Challenge: A major fashion brand was utilizing a list of ~3,000 negative keywords to safeguard its campaign from serving ads alongside unsuitable content. However, the brand was concerned that this strategy might be limiting the scale of its advertising reach. Existing campaigns had block rates as high as 15%, with 13% from keyword blocks alone. The brand's agency partner, did a keyword list audit and discovered there were a lot of broad match keywords included that were flagging potentially suitable content, thus limiting the scale of its campaigns.

Solution: As an alternative strategy, the agency partner used DV's brand safety and suitability solution. This DV solution allowed the advertiser to leverage Unsuitable Content Categories to specify the content they want to avoid. Unsuitable Content Categories alleviated the burden of maintaining such an extensive keyword list, as well as prevent any potential scale limitations, while maintaining brand suitability protection. The agency partner worked with the fashion brand to implement DV's brand safety and suitability solution, including the use of Unsuitable Content Categories and ran an A/B test to evaluate the effectiveness of the solution

Result:

Block Rates on Test
Campaigns Dropped to
↓ 3%

Scale Increased
↑ 66%

CPMS Decreased
↓ 11%

CASE STUDIES #3 #4

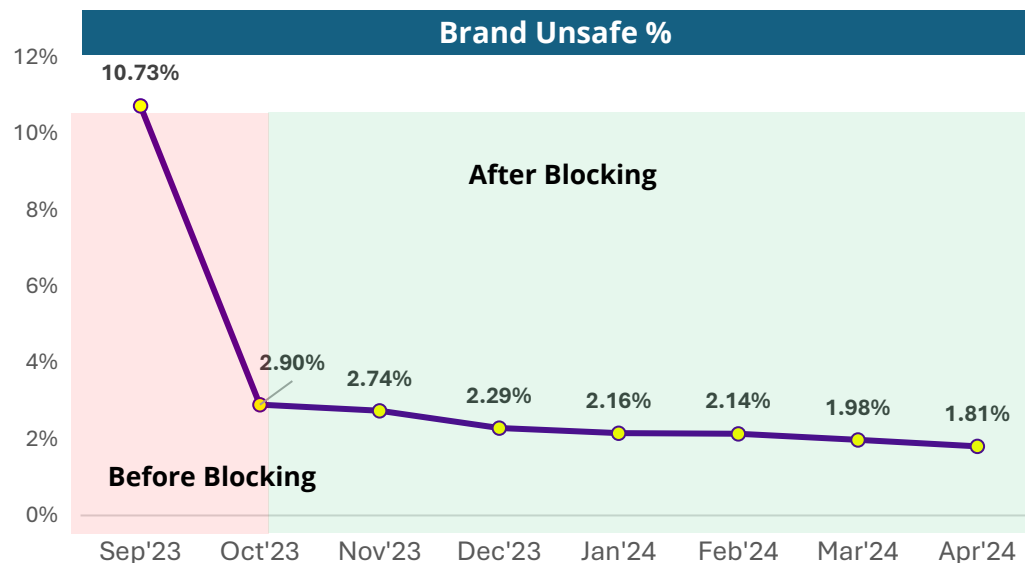
Improving Brand Safety for a Large MNC FMCG

Brand

Challenge: A large MNC FMCG brand faced issues with brand unsafe video placements, negatively impacting the brand despite significant ad spend

Solution: mFilterIt used continuous brand safety analysis with vernacular language support, Content, Context, Sentiment Analysis, frame-by-frame video analysis, and Real-time blocking of brand unsafe placements

Result: Brand-unsafe placements dropped from 10.7% to 1.8%, leading to higher ad performance on brand-safe videos



Post Campaign Analysis for a major Major Live Streaming Platform

Out of total video placements from the advertiser , 6% were found to be brand unsafe, contributing 13% impressions and 10% views to the overall campaign performance metrics. Overall, 10% budget was wasted on Brand Un-safe videos

In case of live integration, these **unsafe videos would have been blocked in real time to prevent any Ad Budget drain.**

With active blocking, the saved budget is spent on brand-safe videos only thus **driving higher ROI on the set Campaign Budget** while **ensuring brand safety** at the same time

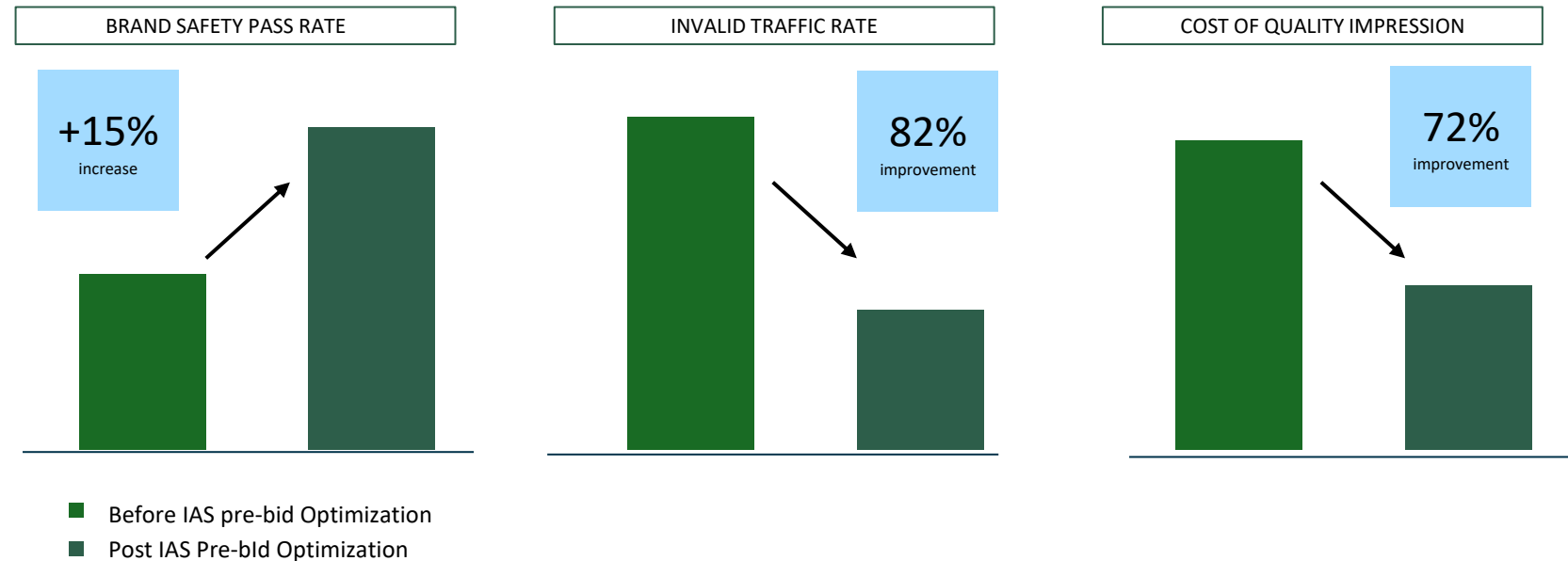
CASE STUDY #5



Challenge: A brand in the **financial services** category set a new brand safety global benchmark of 98%, aiming to enhance brand safety, reduce fail rates, and uphold top media quality standards in its programmatic campaigns. Additionally, they sought real-time performance signals to optimize campaigns proactively before bidding on potentially unsafe environments.

Solution: The brand partnered with IAS to optimize brand safety and efficiency in their programmatic campaigns. Together, they developed a custom pre-bid strategy based on the brand's post-bid settings. From May 2022, the brand implemented three IAS pre-bid solutions—Brand Safety, Contextual Avoidance, and Fraud.

Quick Stats:



Result: This partnership significantly reduced the brand's brand suitability fail rate and improved the quality of impressions in safe environments. As a result, the brand saw performance improvements across key KPIs and gained the ability to make informed brand safety decisions using IAS's granular insights.

Adoption Evolution for Advertisers

Key takeaway for Advertisers

Assess Brand Safety Maturity:

- Evaluate existing data of your own past campaigns, see where you stand and then assess your level of maturity in the brand safety journey
- Ensure platform controls are in place and followed.

Choose an External Partner:

- Evaluate coverage, customization, tech capabilities, and understanding of local nuances.

Set Risk Tolerance:

- Define what's brand-safe, identify platforms, topics, and keywords to avoid, and apply universal guidelines.
- Continuously monitor adherence to these guidelines.

Decide on Safety Levels:

- Choose between standard or brand-specific controls, considering the level of contextual control needed (avoidance vs. targeting).

Pre-Bid vs. Post-Bid Measures:

- Select pre-bid or post-bid measures based on the level of control required, impacting real-time vs. post-campaign corrections.

Monitor, Optimize, Reevaluate:

- Maintain rigor with partners to ensure adherence, regularly optimize to reduce wasted impressions, and improve campaign effectiveness.