



BRAND SAFETY.

VIEWABILITY.
AD FRAUD.

—

A white paper brought
to you by

The logo for MMA South Africa, featuring the letters 'MMA' in a large, bold, white sans-serif font. To the left of the 'M' are three horizontal bars of increasing length, colored from top to bottom as orange, white, and blue. Below 'MMA' is the text 'SOUTH AFRICA' in a smaller, white, all-caps sans-serif font.

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Sarah Utermark
MMA SA COUNTRY
DIRECTOR



Digital and mobile marketing are changing at such a rapid rate that getting a firm foothold can be difficult. This dramatic acceleration exposes most marketers to volatile ad environments, and continuously raises the question of ethics, measurement and spend. Marketers are faced with a host of questions, such as how reputable and safe is the environment in which my brand is seen online, how do I monitor that my spend is aligned with my plan and can I prove my products are actually being sold as a result of my spend on digital?

It's no surprise then that the recent Sizmek survey in March 2018, where 500 marketers, who collectively spend over \$500m, were interviewed - found the following: over 80% placed brand safety as their number one priority. However, when asked what they thought "Brand Safety" actually means, 60% said it means blocking the most harmful pages, followed by 50% who said managing a blacklist of sites, 48% said delivering on predefined site categories, 45% said delivering only on premium publishers, 40% said delivering on a whitelist, and 32% said delivering through Private Market Places (PMPs).

Brand safety is about so much more, and clearly there is a huge need for marketers the

world over to achieve a common understanding of what it is, what it means for their business and how they can become more active in protecting their brands in today's rapidly changing digital world.

This has motivated the MMA South Africa to take a proactive position, to collaborate with South African marketers in order to understand what the local industry's biggest challenges are, and to share these with local publishers, service providers and SA representatives of the big global platform players. Our ultimate goal is for the industry to work together to devise a plan that will mitigate the serious long term risks we all face.

The first step in opening up this discussion was a Senior Executive Thought Leadership breakfast which leading brand marketers, publishers and networks were invited to attend. It took place in early September and the discussions formed the basis of this white paper. Out of this forum the MMA identified 14 burning issues that need urgent attention and have ring-fenced three priority focus areas that we believe to be the most rampant, which endanger our brands and our budgets. These are brand safety, ad fraud and viewability.

At the breakfast the consensus was that fraudsters are becoming increasingly malicious and shrewd, stealing millions of Rands from marketers' budgets, without them even knowing it most of the time.

The lack of transparency or standardisation around viewability metrics is also of grave concern; failing to have clear and agreed to guidelines leaves marketers at risk of having their static and video ads served to viewers that are not within their target audience and of them not being seen at all. This leaves brand marketers with a catch-22, their confidence in publishers' willingness to tackle

the viewability issue head on is being eroded, but they need these same publishers to deliver targeted reach, in order to justify the efficacy of their media spend.

And then there is a massive need for some form of protection for brands against the growing volume of unsavoury and fake news sites or content on the platforms that their ads are being served in, and which can seriously affect consumers' trust in these brands, in some instances leading to outright boycotts.

This white paper is a consolidation of these three important issues. Its immediate purpose is to gather concerns and feedback and share it with publishers, most importantly the global platform giants, to gain their understanding and support. We anticipate this to be an initiative that continues well into 2019, but it's essential to take these first steps to open up the lines of communication between all the relevant role players.

Our plan is to engage top local publishers in early 2019 and to host a second workshop that invites brands, marketers and publishers to collaboratively discuss viable solutions. In doing so, we share accountability, gain essential working guidelines and address the fault lines that erode our digital and mobile marketing efforts and efficacy.

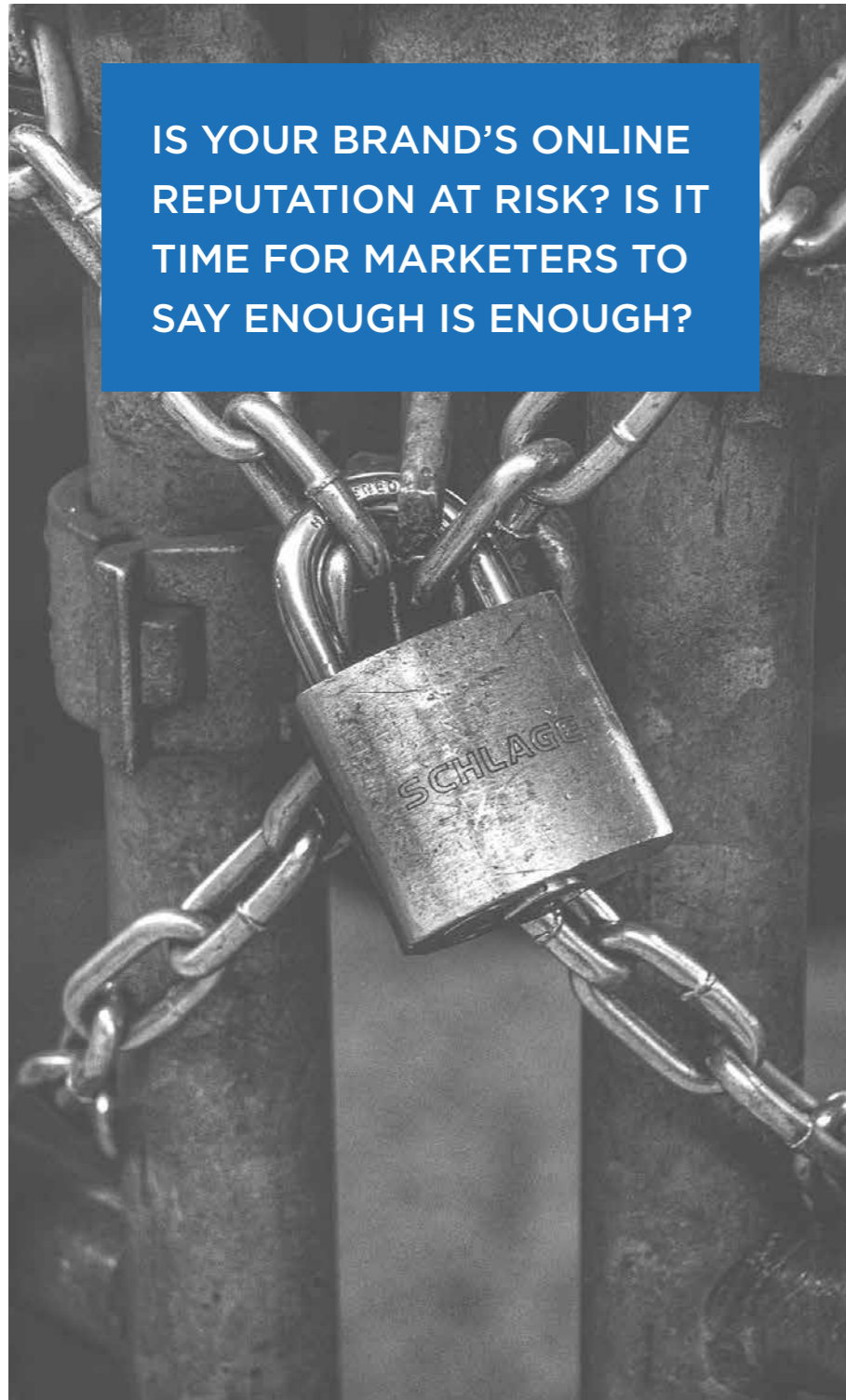
For those marketers and brands who were unable to make our first session, we welcome and encourage feedback on this white paper. This additional insight will add even greater value to our future discussions among key stakeholders.

We look forward to your contributions and to initiate these important and much needed discussions.

Regards,

Sarah Utermark

BRAND SAFETY



IS YOUR BRAND'S ONLINE REPUTATION AT RISK? IS IT TIME FOR MARKETERS TO SAY ENOUGH IS ENOUGH?

For many brands, partaking in digital marketing means being exposed to the growth pains of the internet. The use of the web to spread fake news, YouTube videos that promote terror and violence, or influencers behaving badly, all have the potential to negatively impact a brand's reputation through unanticipated or unintended association. Indeed, the increased reliance on advertising as a revenue stream that drives growth for major publishing platforms, unfortunately provides a major incentive for them to ignore the internet's more 'unsavoury' players.

And while media agencies can try to explain away how it was the programmatic ad serving platform that mistakenly served their client's ads to a fake news site, the rationalisation is lost on the public and the media who are quick to point fingers at the brand. Indeed, 48% of consumers note that they would reconsider their purchasing decision, or even boycott a brand, if it appears next to offensive or disconcerting content. Significantly, research from Sizmek shows that 40% of brands have

had ads delivered on unsafe sites.

But what is Brand Safety?

It's no wonder then that Brand Safety is a hot topic. However, as a term Brand Safety is hard to define, seemingly bringing together a number of disparate concerns. For example, it encompasses both the other topics in this white paper – advertising fraud and viewability – and the following:

- Standardisation and tracking of Brand Safety performance
- Collaboration with advertising agencies on brand matters
- Ad purchasing scrutiny, especially relating to programmatic buying
- Consumer research regarding media trust
- Examining the impact of ad blocking
- PoPIA compliance
- Monitoring content and processes for ads
- Training of colleagues and stakeholders
- Monitoring of company influencers and brand ambassadors

Brand Safety is certainly not static in nature, and it has a tendency to evolve as marketing methods do. Take for example brands'

current engagement with social media influencers. How does one separate the promotion of the brand, with other, perhaps more questionable posts the influencer shares in his/her more personal capacity? The MMA's definition of Brand Safety is quite clear: It describes it as any form of advertising in a digital environment where the content of that environment aligns with a brand's image, values, and messaging. So why does this matter? Luisa Mazinter, Chief Marketing Officer at Tyme and MMA SA Chair, noted that brands have to pay attention to Brand Safety, "to achieve the business objectives that we as marketers are tasked to deliver on, specifically around customer acquisition."

Transparency is a problem

While the internet promised a great deal in terms of its ability to track every click, response and action in the digital space, on a practical level it's extremely complex to deliver this end-to-end view, with transparency having become the victim in the process. The big 'walled garden' social media platforms don't paint a clear picture of where ads are running and this continues to constitute a problem, especially with the speed that content is being uploaded. Hate

Brand Safety is certainly not static in nature, and it has a tendency to evolve as marketing methods do.



speech and violence sometimes slip through the cracks, with the divisive nature of political discourse locally also becoming a cause for concern.

Sarah Utermark, Country Director of the MMA in South Africa believes that guidance from the social media platforms in terms of what they are doing to address brand safety concerns is extremely important, especially in how they are pushing this locally. This was a sentiment shared by most of the attendees, emphasising the importance of publishers such as Facebook, Twitter and Google in educating the industry on brand safety issues and solutions.





Creating another difficult situation for marketers is programmatic advertising, which has found itself in the hot seat due to ad fraud. It's not doing itself any favours by displaying local brands' advertising on fake news sites, as discussed in a recent report on News24. For brands this creates a considerable headache and erodes trust in digital advertising overall. When it comes to transparency, Mazinter's point rings true, that marketers find it difficult to see the full picture and that it's time to say, enough is enough.

A Brand Safety Officer?

While the breakfast event was held to initiate conversation and not pose outright solutions, from the MMA SA's side, there are key steps one can take to protect a brand. Some of the first include creating a whitelist of pre-approved domains, a blacklist of pre-denied domains, and negative keywords to avoid in the content on web pages where brand ads appear.

However, in the overarching context of Brand Safety, there is so much more to consider and marketers run the risk that an overemphasis on brand safety will negatively impact the flow of business. Perhaps even more pertinent is the question of who is ultimately responsible for brand safety? As Mazinter noted, "as marketers we're under a huge amount of pressure to deliver increasing returns from diminishing budgets within a tougher economic environment. It's frustrating that we now need to find the time to raise our heads above the water and start policing the industry we've relied on for so many years around these issues of ad fraud, brand safety and viewability."

It begs the question, how then does one implement a multi-layered approach to brand safety? The MMA globally is working with leading marketers to define the role of the Chief Brand Safety Officer, a position on the same level or reporting into the Chief Marketing Officer and the Chief Operating Officer.

Overarchingly, the role of the Brand Safety Officer is to develop and drive a brand safety strategy, and to protect

the brand's reputation online. It's a job that looks at everything from setting up policy guidelines, developing the necessary tools, the actual monitoring of ads, ensuring positive experiences with the brand, and managing an internal drive to promote brand safety amongst team members.

One of the concerns regarding the position, is that the responsibility of brand safety should not fall to one party alone. It is, in fact, the duty of all the stakeholders of the brand - including marketers, agencies and publishers, to be involved in its wellbeing. It's also not a one-size-fits-all position, with many companies wondering about the cost of bringing in another executive. More

issues to be fleshed out include the exact skills required by a Brand Safety Officer, how many people actually have these, and whether this position has longevity? While the employment of a Chief Brand Safety Officer has started to emerge in the United States, it has not found favour locally yet.

Effort required

As with the other topics discussed in this white paper, Brand Safety will require effort to address. There are a lot of questions to ask around the transparency of the advertising value chain, as well as where the ultimate responsibility of Brand Safety lies. One thing is clear, for every brand considering digital advertising, Brand Safety must be top of mind.

...programmatic advertising creates a considerable headache and erodes trust in digital advertising...



POINTS FROM THE FLOOR

The discussion around brand safety was about as broad as the topic itself. Here are a few concerns raised.

A local SAVE chapter

A request was put forward to not only implement an industry wide white list for publishers, but to also start a local SAVE chapter. SAVE [Strategy, Assessment, Validation, Education] is the MMA's marketer-led Brand Safety Council created to ensure safeguards for brands in all marketing environments.

Real-time a problem

Attendees noted that the real-time nature of digital is making brand safety difficult - in some cases it's too fast to control. The type of content ads are displayed alongside on Facebook is cause for concern, and so too is the other advertising present on the page.

Whose responsibility is it?

Who is ultimately responsible for brand safety? Some felt it's the media agency's responsibility to monitor and ensure that brand's ads are not seen in environments that could put their client's brand at

risk. However, agencies are not the primary owners of the brands they represent, what is the role of the brand itself to monitor activity?

To follow or not to follow?

An interesting point of discussion related to tracking consumers across the web to retarget them with advertising. What is the irritation value involved in doing so and how annoyed do consumers get when seeing an ad 'follow' them around.

The Next Steps

The attendees agreed to support the following immediate remediating actions put forward by the MMA SA.

Education and vigilance

It's key that all stakeholders are invested in the digital safety of the brand. There is a certain amount of education required to make all parties aware of the range of possible brand safety risks and concerns that exist, and to be vigilant against them.

Input from publishers

While local publishers need to play a role in brand safety, input and support is required from the international publishers and walled garden platform players too. The MMA with its global reach and influence will assist in facilitating this conversation.



Marketers are used to seeing digital media plans achieving millions of 'reach' for a respectable budget. When we start applying stricter GroupM measures such as viewability metrics in advance, that number starts shrinking quite quickly and your costs are naturally going to spike up drastically (we saw this in the KFC pilot Mindshare conducted). This shouldn't be the case at all. The scale for good quality inventory across the digital media landscape in SA, needs to improve dramatically so Brands are not penalized financially for targeting the right audience who want to watch the brand message fully. All SA publishers need to acknowledge this upfront, including Google and Facebook"

Zia Namooya, Mindshare CEO

AD FRAUD

ONLINE FRAUDSTERS ARE BECOMING MORE AND MORE CREATIVE. WHAT CAN YOU DO TO COMBAT THEM?

The news regarding ad fraud is anything but good; it's having an ongoing pernicious effect on the industry and shows absolutely no signs of slowing down. Those working to combat it – this now includes cybersecurity agencies as well – are caught in an arms race against well financed and highly skilled opponents. Worldwide, depending on whose statistics you believe, 11-15% of all paid-for impressions on mobile are lost because of ad fraud. Yet it is a problem that most marketers are ignorant about, while others simply feel helpless to combat it, preferring a head-in-the-sand approach than dealing with a problem that has permeated the digital ad world.

Unfortunately, ad fraud is not going away. In the age of digital display advertising, some marketers have fallen in love with the metric of reach, of being able to achieve a targeted number of ad impressions – regardless of where they came from. This approach is one that eventually only benefits the fraudsters. In a time of ever shrinking marketing budgets, losing 15% of spend on fraudulent, non-targeted traffic is simply not acceptable. It leaves clients out of pocket, and with margins low already, it could impact future business outcomes.

Creative means

Programmatic buying has solved, but also created, many headaches. While initially thought of as a panacea of sorts, cheap impressions soon proved to be tainted, delivered by bots and click-farms and not carrying any value to a brand's digital advertising efforts.

As a perfect example of what the industry is trying to combat, Sandra Palmer, Marketing Director at Anomali, described the Methbot scam run by Russian hackers. It shows the innovative length fraudsters will go to, but also the money to be made off such fraudulent activities. What the Methbot group did was to create a number of 'fake' websites that mimicked the real ones (Vogue, ESPN, The New York Times, etc). They managed to steal video advertising intended to run on the real sites, and used bots to click on these videos for views. The result? At one stage, the gang was making US\$3-US\$5 million a week. The Methbot scam illustrates that ad fraud comes with an excellent risk/reward ratio, making it a preferred target of hackers.

What can be done?

With ad fraud impacting the bottom line, what then can be done to combat it? Palmer was clear that there should

be a zero-tolerance approach to ad fraud and that all parties in the value chain should be pressured to take the problem seriously. Luisa Mazinter, Chief Marketing Officer at Tyme, who chaired the event on behalf of the MMA, went one step further, noting that what the industry is involved in should be seen as a full-scale war.

Throughout the discussion, one thing became clear. For any progress to be made in fighting ad fraud, the industry needs to stand together. This however, is easier said than done, especially since the initial process of removing fraud will put ethical publishers under huge financial pressure, and provide some not so ethical publishers with the opportunity to benefit from bad behaviour.

This was illustrated by Palmer in the context of the Prisoner's Dilemma, a behavioural model that originated in Game Theory. If Publisher A tackles its ad fraud problem, their inventory levels may go down, with rates increasing to compensate. For Publisher B this creates an opportunity. By not paying heed to ad fraud, the cost of

...ad fraud comes with an excellent risk/reward ratio, making it a preferred target of hackers.

its inventory would remain competitive and they would undercut Publisher A. If neither Publisher A nor Publisher B tackle the situation, the only winners will be the syndicates committing ad fraud. Advertisers will continue to waste media budgets, returns will diminish and they will eventually be forced to look beyond the web for advertising opportunities that deliver a better return, meaning everyone loses.

It makes a compelling case for the industry as a whole to understand that combating ad fraud will take effort, and that doing so will probably reveal some uncomfortable truths. "The only way that we can push fraud out of the industry as a whole, is when everyone collaborates and accepts that numbers are not going to look as good. We have to accept that and push forward with it," says Palmer. However, as a counter to any industry concerns or apathy in this regard, she did note that in instances where ad fraud is removed, conversion rates "go through the roof," since advertising is now seen by an actual audience.

As to what can be done immediately, the old adage that knowledge is power certainly rings true. Palmer pointed out that in the interim and until the industry as a whole comes to the party, marketers can protect themselves by making use of multi-layered ad fraud protection. She told attendees that there are inexpensive third-party verification solutions available to load on their own sites that double check ad traffic.

By having this information available in real-time, marketers can adjust ad buying strategies to circumvent bad traffic, which will help eliminate ad fraud as much as possible. She also mentioned the Ads.txt project from the IAB as a valuable initiative, since it creates a public record of authorised digital sellers, thereby increasing transparency in the programmatic advertising ecosystem. Mazinter didn't mince her words when she noted that clients must start to demand their money back from agencies for the percentage of traffic that is fraudulent.

POINTS FROM THE FLOOR

From all the topics discussed during the course of the event, ad fraud was the most hotly debated. Many concerns were raised, some of which are briefly mentioned below.

Paying for third party checking

Why should companies pay for third party tracking software when this should have been provided by agencies as a mandatory security measure? Moreover, and perhaps more pertinently, the general concern was why have agencies not paid more attention to ad fraud or kept clients informed on how they are planning to deal with this major issue.

The starting point is the publisher

TV and Radio are audited, functional and

credible from a booking perspective; you know what you are going to get. Digital can take a page or two from their book, since right now, digital is behaving "like a teenager". There was heated debate in the room around how digital publishers, both local players and the big global platforms, need to take more responsibility for combating this concerning trend and sharing data with the industry so it can monitor and adapt as the fraudsters find new and innovative ways around the blockers.

Google and Facebook's involvement

While talk of combating ad fraud is welcome, there is a need to get all the important players in the industry involved. Local publishers must be on board, but so too the key international platform owners such as Google and Facebook. In terms of average media budget allocations, Google and Facebook generally top

marketers' lists, which makes their input and support around the topic of ad fraud invaluable.

Benchmarks

The results of individual digital campaigns are not generally shared with the rest of the industry. While this is understandable in one sense, it does make it difficult to benchmark against certain data when planning a campaign or to evaluate post-campaign whether a brand could have been the subject of an ad fraud attack. Marketers cannot independently verify what level of reach or response rates they should be expecting from different publishers, so can't evaluate whether the data from some campaigns are indicative of potential fraud.

All-round accountability

Tying in with what was said from the podium, there was a general acceptance that everyone needs

to take accountability for this. Awareness and education around ad fraud is step number one, and meetings such as the discussion had on the day, are invaluable.

The Next Steps

In regards to ad fraud, here are the immediate recommendations from the MMA:

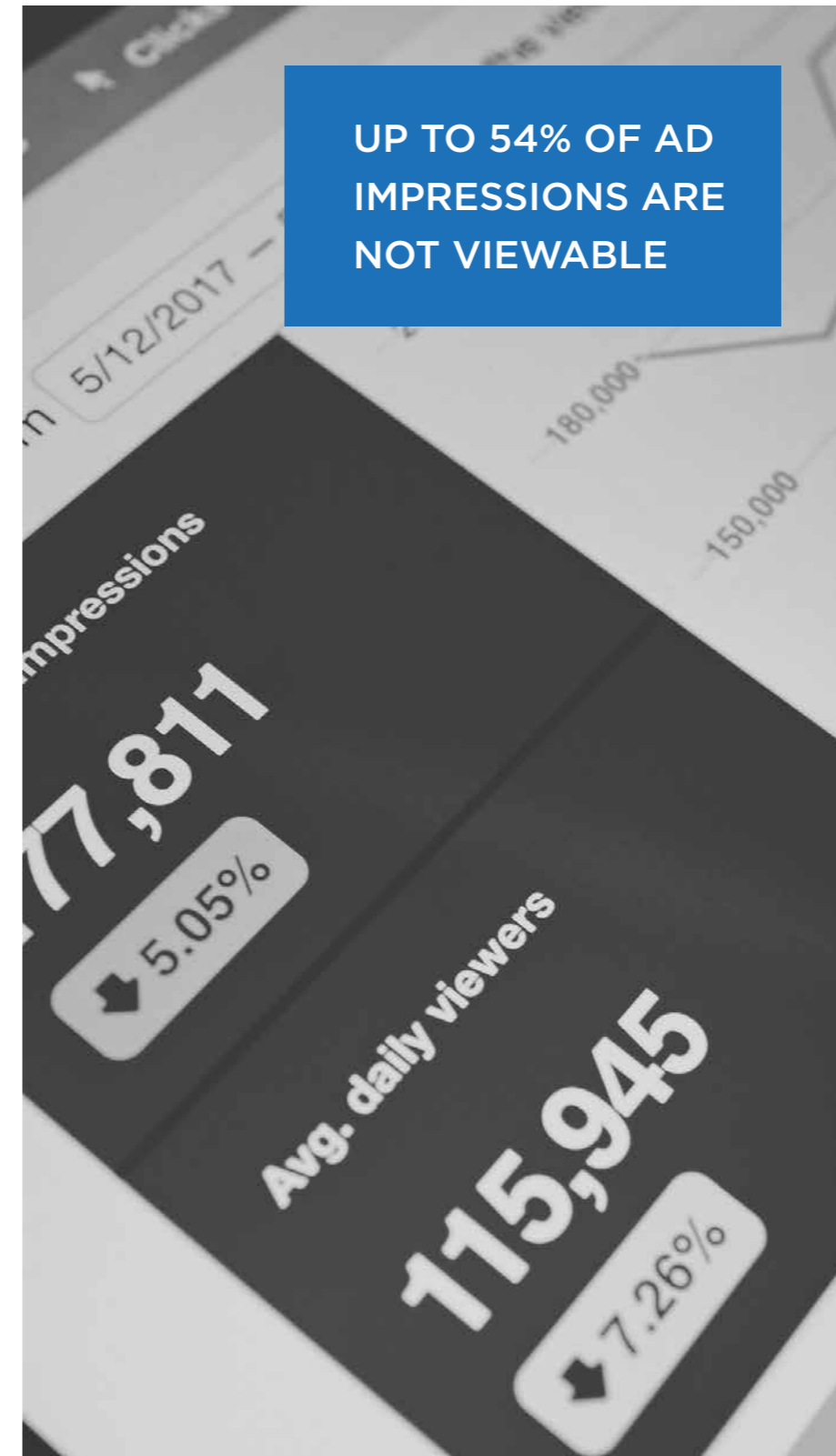
- 1. Zero-tolerance:** No inch should be given to ad fraud. Not only is it a topic that should be raised by those most affected by it, but there should be a major commitment to combat it by all parties involved.
- 2. Show me the money:** It must be a requirement that an immediate refund of money should be provided to advertisers from publishers if traffic is found to have been fraudulent.
- 3. Third-party verification tools:** Marketers are strongly recommended to implement third-party verification tools as an added layer of protection against ad fraud.



I gave the agency full accountability and said 90% of the e-commerce sales linked to selling this fast-moving product will be driven by you. So we're going to give you the budget, and you need to figure out what the KPIs are that you will drive in order to meet that. So you need to drive "X" millions of sales. That means this many impressions, this many people landing on the sites, this many conversions, this many this and this is how you're going to drive the plan, and this is the level of ROI. It worked brilliantly."

Mbali Ndandani, Africa Digital Lead, Unilever

VIEWABILITY



The debate around viewability is an interesting one. Broadly speaking, viewability revolves around the fact that ads must be seen to count towards impressions. While this sounds straightforward enough, the reality is that it's not always the case. Various reports suggest that up to 54% of ad impressions are not viewable. It's a shockingly high percentage for something that should be given as this is what brands pay for.

A "viewable" impression is defined as one that's at least 50 percent visible for at least one second (according to IAB Standards), however there is a huge variation in the industry around viewability metrics today. There are a number of viewability solutions and technologies in the market, so to achieve a singular standard metric which would establish whether those impressions meet a common criteria, is a challenge.

In order to achieve a detailed set of methods and establish common industry best practises around standards of measurement, the IAB (Interactive Advertising Bureau), MRC (Media Ratings Council) and MMA (Mobile Marketing Association) collaboratively came together at the end of 2016, along with the IAB

Tech lab, to revise the guidelines that would shift both mobile in-app and mobile web from a “count-on-download” minimum to a “count-on-begin-to-render” ad impression measurement minimum. References to “served” impressions have been removed from the proposed guidelines, substituting them with the concept of counting event-driven impressions which have a greater potential for an “opportunity-to-see” by an end user.

The goal? To better align measurement of these impressions with the counting model in place for viewable impressions.

What has emerged is the dawn of the “new age currency” in mobile advertising; a viewable impression. As of 31 October 2017 the measurement guidelines have supported this, with the MMA continuing to work with the Media Ratings Council (MRC), the IAB and other industry groups to update these as needed.

As we approach the end of the MRC’s one-year grace period (where accredited measurement services were given time to comply), these revised guidelines are due for release. However, the question still remains, is our local market ready to push forward with 100% viewability? Will local publishers support the viewability model,



considering the immense pressure they are under to claw back market share for ad spend? Can the leading brands collaboratively have enough sway to change the way media owners charge for viewable ad impressions, ensuring they adjust their pricing models accordingly? And what if viewability and effectiveness of ads are not directly correlated? These were all questions presented to the group.

One of the first speakers at our Thought Leadership breakfast to touch on the topic was interim CEO of Mindshare South Africa, Zia Namooya. He explained that Mindshare is pushing viewability as, “a media agency currency that we want to start getting brands to trade on.”

Not an easy fix

Namooya noted that from GroupM’s perspective, there are two metrics against which viewability should be measured - one for static advertising and the other for video. The static metric is straightforward: a full 100% of the ad must be viewable before counting it as an impression that

can be invoiced. As a far richer medium, viewability on video is different, with 50% of a video having to be watched, with the volume turned up, before it can be billed for.

It’s doubtful if these are metrics that can be traded on right now, since it will put a lot of pressure on publishers for compliant inventory. Mindshare, in collaboration with KFC South Africa, confirmed this through the initiation of a local campaign where the requirement from publishers was full viewability. During this exercise, Mindshare picked up two problems: a) There wasn’t enough quality inventory, even from the leading players, and b) Trading on viewability was expensive. In fact, Namooya noted, “[video] will start beating TV in terms of rates”. The reality seems to be that if agencies and brands want campaigns to be fully viewable, there will most certainly be cost implications as well as an impact on reach.

Getting it right

It’s not all doom and gloom however. Having

ads and video viewable to the right people at the right time does, as one would expect, have a positive impact on conversion. And it was Andrew Kramer, MD of AdColony that demonstrated this, especially around the work his agency is doing in mobile video.

Kramer believes consumers are tired of being force-fed ads, and instead asserts that advertising should be seen as an exchange of value between publisher, consumer and advertiser. As an example, Kramer pointed to television and radio. On these mediums, viewers and listeners know that advertising must be endured since it pays for the content. And unlike websites, television and radio provide only one marketing message at a time - partly the reason why these mediums are still effective and draw ad spend. The same should apply to digital advertising. “Provide advertising in an environment where it’s fair and equitable, rather than force feeding visitors with a billion impressions while they are trying to read a story,” he states.

Kramer highlighted this by presenting a number of AdColony mobile video campaigns that led to engagement rates as high as 61%. The campaign results proved how powerful it is to strike a balance between great creative and effective targeting. He illustrated the importance of getting the creative right, while showing how a simple request - for the viewer to take an action to engage with the ad, i.e. ‘swipe clean’ the screen - eliminated fake bot views.

He also stressed that it is critical to target your audience when they are in the right frame of mind. “If you deliver an ad to a consumer when they’re relaxed, they’ve opted to watch, they’ve chosen to watch to completion, you’ll see the results you can get in terms of engagement with your brand,” he said. Coming back to the topic of viewability, Kramer was adamant that if the industry has to fix one thing at a time, viewability is the one focus area we should pick to tackle first.

The science behind viewability

While Kramer and Namooya dealt with the art of advertising, Luisa Mazinter, CMO at Tyme and MMA SA Chair expanded on the science behind viewability, describing a research study that the MMA has undertaken on this topic and is planning to release

shortly. More specifically, she shared a glimpse of the cognitive process around how much time a consumer actually needs to spend with a mobile ad in order for it to have penetrated their awareness. The MMA’s soon to be released

neuroscience study on cognition and opportunity to see in mobile, ties in closely with our mission to address the burning issue around viewability. A few key areas that the study will cover are:

- The rate at which advertising in the mobile space is cognitively recognised;
- Consumers’ emotional

response to advertising, at what point does this reach optimum impact;

- The rate at which mobile ads are internalised versus desktop ads; and
- Whether or not video ads are better at sustaining attention and show greater emotional response than display ads.

POINTS FROM THE FLOOR

Most of those present were extremely concerned about viewability. Here are a few of the concerns that were raised:

Suitability of tracking software

In regards to the tracking software used to measure viewability, the uniqueness of the

African market came up. Specifically, the fact that connectivity here is not the same as in Europe and that tracking software might not load quickly enough or sufficiently and may therefore miss valid impressions.

Cost increase

The idea that an insistence on viewability will drive available inventory down, while also upping the cost, raised a noticeable concern amongst the attendees. But there was

an incredulity from the audience that the industry actually has to discuss the fact that advertising must be visible in the first place.

Advertising effectiveness

Perhaps the final word on viewability is that despite the obvious insistence that advertising must be seen if a brand is expected to pay for it, the role of advertising effectiveness is still a crucial one. That is a responsibility that still falls squarely at the feet of the creative team.



I’m surprised that there aren’t more brands proactively doing something to address the viewability issue or pushing back harder at publishers to tidy up their inventory. I think it’s because a lot of marketers do not understand this space well enough and the impact this issue has on their marketing campaigns.”

Benjamin Schoderer, Yum! Head of Digital South Africa

A WORD FROM ADCOLONY



“ As a publisher, my views on the topics discussed in this white paper are firm. Firstly, advertisers’ brand safety should be a non-negotiable for digital publishers because this is actually something that is in their ability to control. The AdColony network revolves around top apps in

both app stores with an SDK integration of #2 across all ad networks. If I let advertising run in an irrelevant, kids only app for a banking client, I’m allowing adult targeted ads to speak to two-year olds, and there’s no value in it for the client. I believe that if this happens, it’s the publisher’s choice, since they know where their inventory lies. Yet

I track video sharing services daily and there are banking ads freely running on kids’ content all the time. With all the tech available to monitor inventory, there’s no reason that this should still be happening. As an industry that’s trying to showcase its maturity, this is typically the type of behaviour that needs to stop. Digital role players, especially the publishers, need to step up to the plate.

...advertisers’ brand safety should be a non-negotiable for digital publishers because this is actually something that is in their ability to control.

Secondly, advertisers must understand that when buying from programmatic desks they are purchasing in an open market environment where Brand Safety and viewability maybe compromised. This can easily lead to digital advertising ending up in the wrong place, proving that you get what you pay for. Buying a Mercedes C-Class for the price of a Yaris is not possible - why then expect something different when bidding on ads? At AdColony we don’t make use of third-party inventory and we are therefore able to whitelist apps and control brand safety. This should be expected of all publishers, and advertisers must put pressure on them to comply.

A word of thanks perhaps then to the MMA for initiating this conversation. Brand safety, ad fraud and viewability are topics that requires immediate attention, and it’s good to see these types of meetings taking place.

Regards,
Andrew Kramer
MD of AdColony

FINAL THOUGHTS



“ This is such an enormous topic, critically important for all players in the digital marketing value chain. From a brand perspective the burning platform is clear, “the money I’m spending is just not delivering the kind of performance that I’m looking for”.

We tend to bury our heads in the sand about it and settle for the fact that we’re getting “the reach”. But reach doesn’t necessarily translate into bottom line results, and what we’re doing is playing reach off against the real performance metrics that matter to our business.

We need to stand together across the industry, take a zero-

tolerance stance. There are two key areas that as brands we need to insist on, accountability and transparency. Publishers will be motivated to sell inventory that works when that’s the only inventory brands and their media agencies are prepared to buy.

Participation and collaboration between brands, agencies and publishers is absolutely crucial to ensure the sustainability of the ecosystem and win the war against the fraudsters who are eroding it.

Let’s pull together as an industry. It affects us all.

Regards,
Luisa Mazinter
Chief Marketing Officer Tyme



WITH SPECIAL THANKS



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