WFA

World Federation
of Advertisers

WFA Webinar: Reducing fraud in programmatic with Ads.txt

Sep 2017

We represent over 80 of the world's biggest brand owners...

...and 60 national advertiser associations on six continents.

MICHAEL KORS

WFA

Introductions…

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Product Manager, Ad Traffic
Quality
Google

Jennifer Derke
Director of Product,
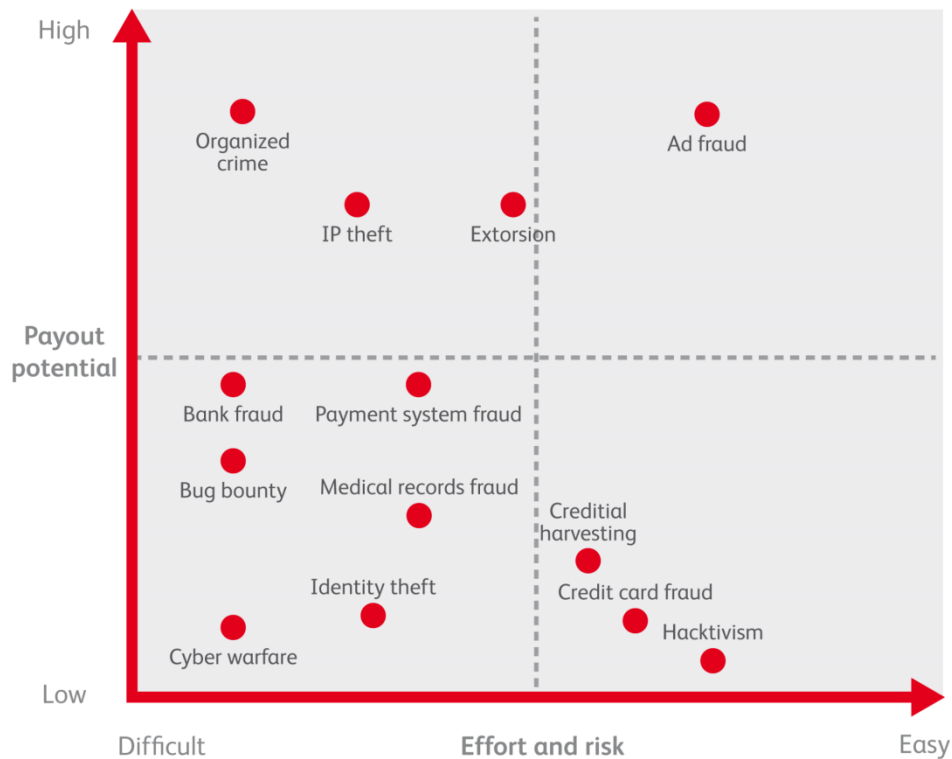Programmatic and Data,
IAB Tech Lab

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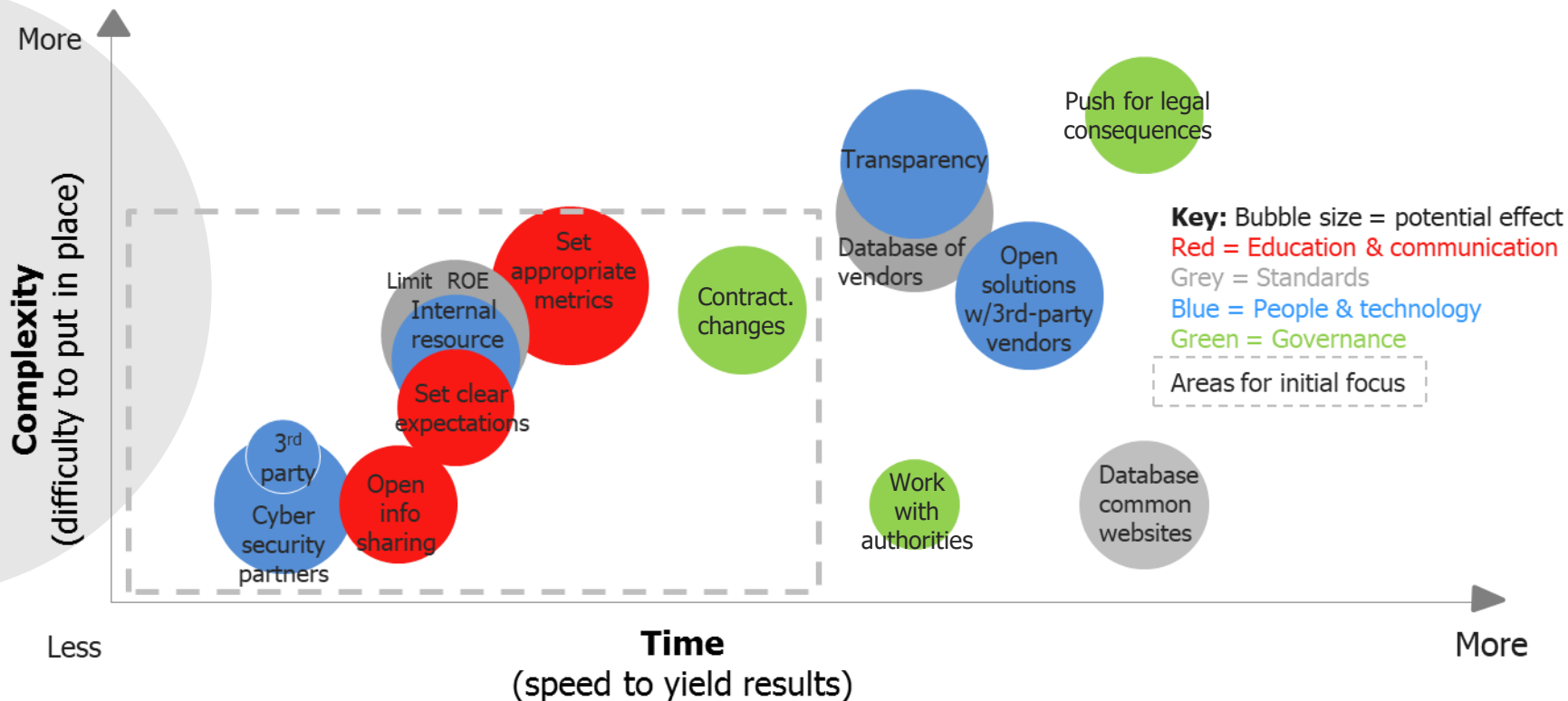
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Ad fraud is a multi-faceted, criminal issue

www.wfanet.org/adfraud

Compendium of **ad fraud** knowledge for **media investors**

Co-authored by WFA &
THE ADVERTISING FRAUD COUNCIL

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The longer it goes on, the harder it becomes to counter…

High

Payout potential

Low

Organized crime

IP theft

Extorsion

Ad fraud

Bank fraud

Payment system fraud

Bug bounty

Medical records fraud

Creditial harvesting

Identity theft

Credit card fraud

Cyber warfare

Hacktivism

Difficult

Effort and risk

Easy

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Much can be achieved by advertisers to improve the situation…

Complexity (difficulty to put in place): More / Less

Time (speed to yield results): Less / More

Bubbles:
- 3rd party
- Cyber security partners
- Open info sharing
- Set clear expectations
- Limit ROE Internal resource
- Set appropriate metrics
- Contract. changes
- Transparency
- Database of vendors
- Push for legal consequences
- Open solutions w/3rd-party vendors
- Work with authorities
- Database common websites

Key: Bubble size = potential effect
Red = Education & communication
Grey = Standards
Blue = People & technology
Green = Governance

Areas for initial focus

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Transparency and the Evolution of OpenRTB – Addressing Counterfeit Inventory

WFA overview
September 7, 2017

Jennifer Derke, Director of Product, IAB Tech Lab
Per Bjorke, Sr Product Manager, Ad Traffic Quality, Google

Programmatic Advertising: Current Challenges

- Distinct lack of transparency between the two endpoints (buyers and sellers) in the programmatic supply chain

- Difficult for buyers to know whether publisher inventory is from an authorized seller, or an unauthorized fraudulent seller

- Premium publisher inventory is often available to buy from a large number of inventory sources (such as exchanges) and usually attract higher CPMs, and therefore are typically the target for counterfeit inventory
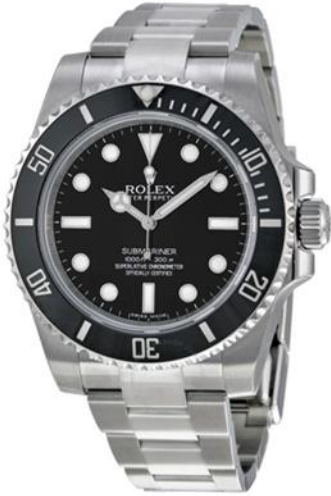
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Common Ad Fraud Monetization Scenarios

Key extraction scenarios

- ● Made for ads sites

- ● Traffic selling/trading

- ● Counterfeit inventory

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Counterfeit Inventory

Misrepresented inventory & traffic blending

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Each bid request that is sent to buyers contains the domain. Counterfeit inventory is created when the domain is modified misrepresents another domain, typically of a premium publisher.

For example, in *Figure 2*, FakeX.com misrepresents X.com by modifying the domain, so the buyer will always see **X.com**. However, FakeX.com is being paid advertiser dollars intended for **X.com**.
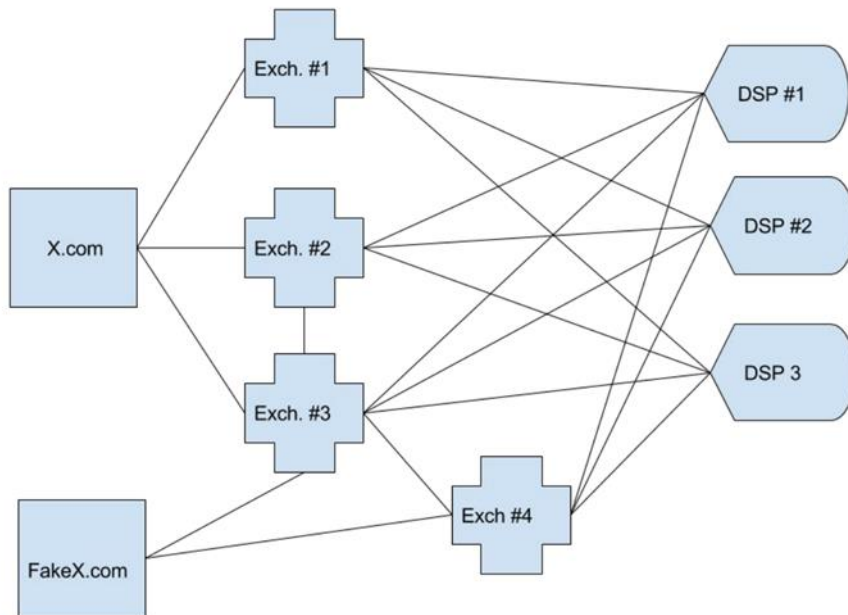
OPENRTB ADS.TXT Standard

- Authorized Digital Sellers
- ads.txt file hosted at the publisher's website, like robots.txt
- One line per authorized seller with up to four fields:
  - Domain name of the advertising system
  - Publisher's account ID
  - Type of account/relationship (DIRECT or RESELLER)
  - Certification authority ID (currently TAG ID)

```
# Example ads.txt file
greenadexchange.com, 12345, DIRECT, AEC242
blueadexchange.com, 4536, DIRECT
silverssp.com, 9675, RESELLER
orangeexchange.com, 45678, RESELLER
silverssp.com, 75230, RESELLER
```

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The Authorized Supply Chain
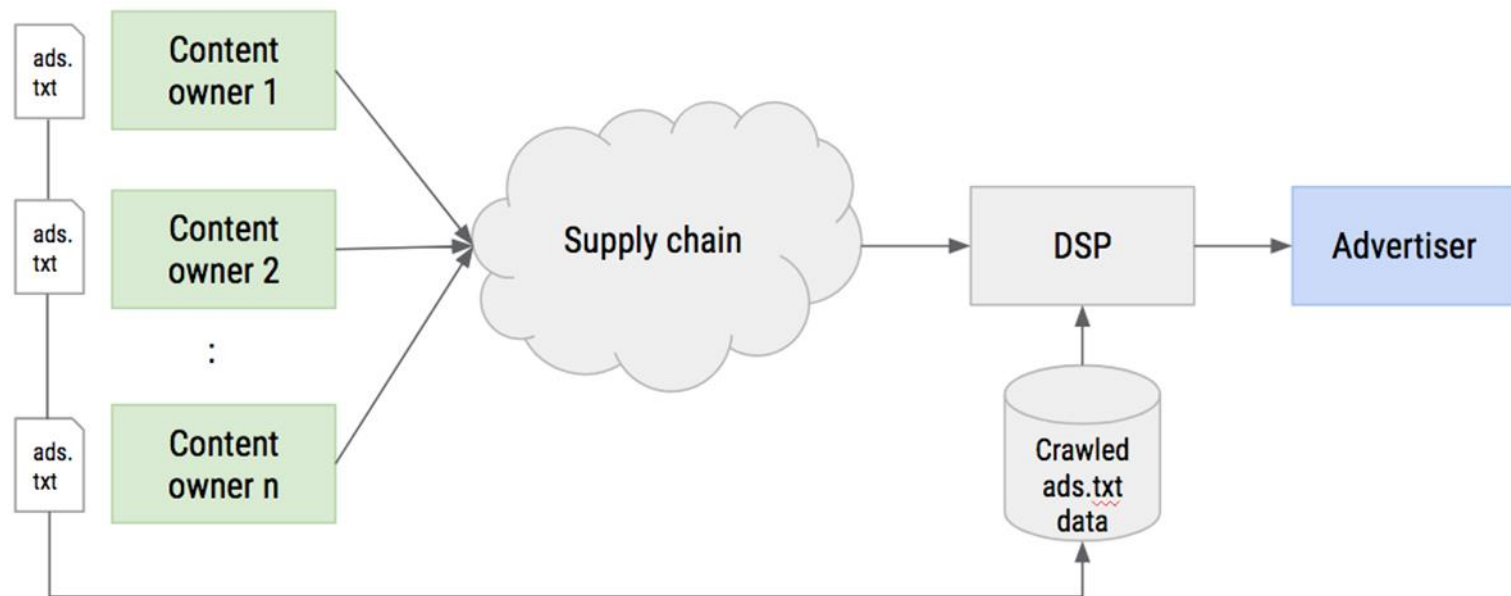
Ads.txt enables inventory segmentation

	Participating pubs[1]	Non-participating pubs[2]
Authorized inventory	#authorized	#not_implemented
Non-authorized (potentially counterfeit) inventory	#non-authorized	

1) Participating pubs: Domains where there is an ads.txt available.
2) Non-participating pubs: Domains where there is not an ads.txt available.

Important Notes

- Authorized **does not** imply completely free of invalid traffic
  - If publisher is receiving or buying invalid traffic ads.txt will not address this
  - "Normal" IVT[1] detection still required to protect from "non-counterfeit IVT"

- Non-authorized does not necessarily equal invalid traffic
  - Can for example be inventory re-sold without publisher's knowledge
  - Recommendation: if you see seemingly valid non-authorized inventory engage with the publisher to resolve it

1) IVT = Invalid traffic

Buy-side Strategies

	Participating pubs[1]	Non-participating pubs[2]
Authorized inventory	Increase buying	Continue to buy at your level of risk appetite. Recommendation is to vet the inventory carefully or ask for DealIDs from pubs.
Non-authorized (potentially counterfeit) inventory	Buy at your own risk	

1) Participating pubs: Domains where there is an ads.txt available.
2) Non-participating pubs: Domains where there is not an ads.txt available.

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Ads.txt Limitation

Ads.txt currently does not support:

- Mobile apps

- Video and content syndication

- Subdomains

- Formats

- Blind/anonymous inventory

- Digitally signed ad requests

Got ideas for how to solve these? Please submit ideas to the working group!

FAQs

- Is this US only?
- Can ads.txt be spoofed?
- Which vendors should I include on the file?
- Does this work for in-app?
- How can buyers take action?
- Is this used in real time process?
- How many publishers have published ads.txt files so far?
- What are the onboarding resources?

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Acknowledgements

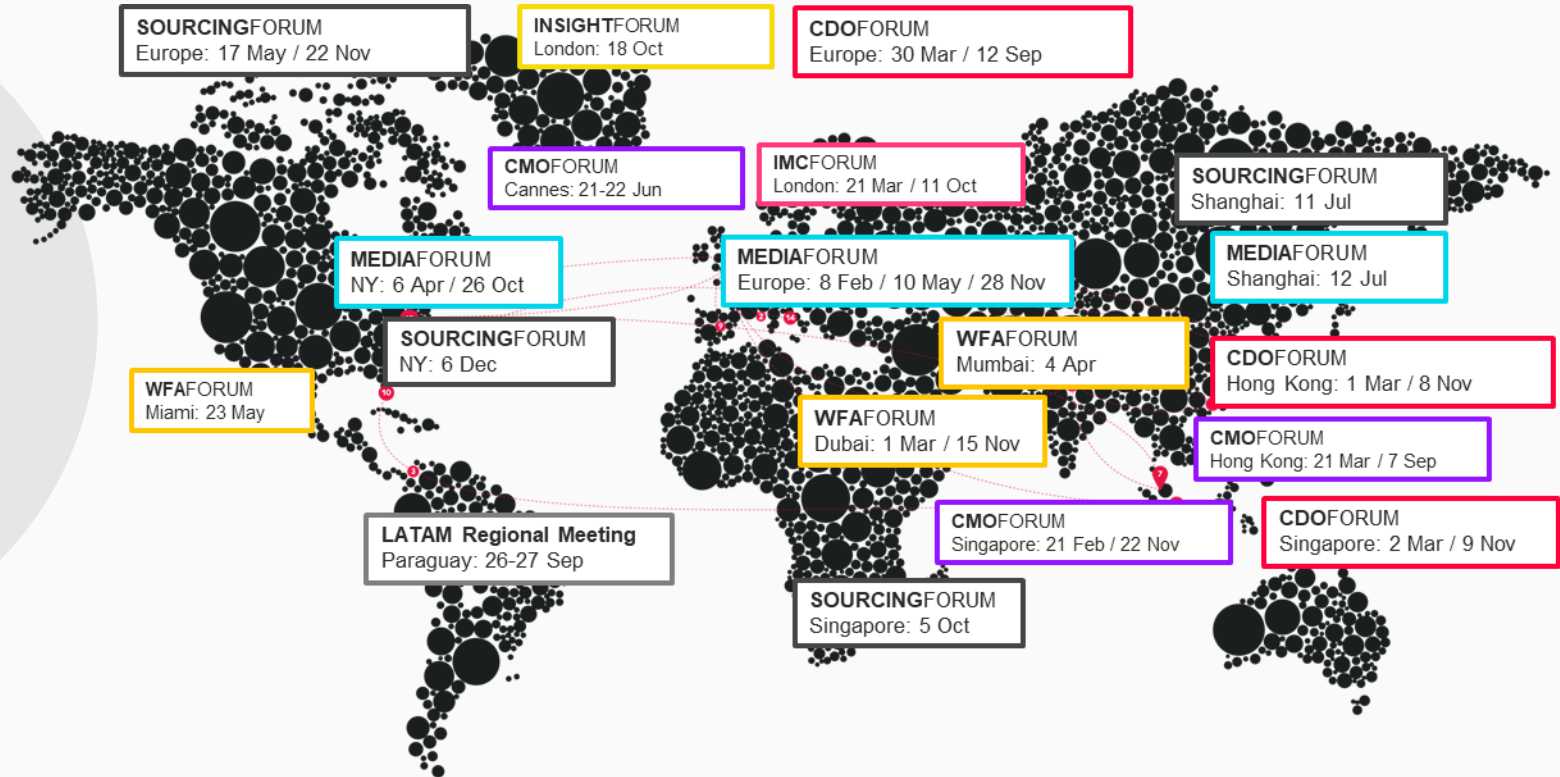# Get Involved

Read the spec! Get curious!

- iabtechlab.com/ads-txt/ to access spec, integration docs, and more info

- General Questions: openrtb@iabtechlab.com

- Join mailing list! openrtb-dev@googlegroups.com

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wfanet.org/events

SOURCINGFORUM
Europe: 17 May / 22 Nov

INSIGHTFORUM
London: 18 Oct

CDOFORUM
Europe: 30 Mar / 12 Sep

CMOFORUM
Cannes: 21-22 Jun

IMCFORUM
London: 21 Mar / 11 Oct

SOURCINGFORUM
Shanghai: 11 Jul

MEDIAFORUM
NY: 6 Apr / 26 Oct

MEDIAFORUM
Europe: 8 Feb / 10 May / 28 Nov

MEDIAFORUM
Shanghai: 12 Jul

SOURCINGFORUM
NY: 6 Dec

WFAFORUM
Mumbai: 4 Apr

CDOFORUM
Hong Kong: 1 Mar / 8 Nov

WFAFORUM
Miami: 23 May

WFAFORUM
Dubai: 1 Mar / 15 Nov

CMOFORUM
Hong Kong: 21 Mar / 7 Sep

LATAM Regional Meeting
Paraguay: 26-27 Sep

CMOFORUM
Singapore: 21 Feb / 22 Nov

CDOFORUM
Singapore: 2 Mar / 9 Nov

SOURCINGFORUM
Singapore: 5 Oct

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Thank you

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