choozle

Brand Safety & Fraud Prevention

Our network partners and we take precautionary steps to protect your campaigns from fraud and ensure they're brand-safe. Every campaign receives protection under our three-tier fraud prevention system. In addition to these protections, you have the option to apply additional brand safety solutions through our Supported Solutions.

What's Ad Fraud?

Ad fraud is the deliberate practice of attempting to serve ads that human users can't view.

What's Brand Safety?

Brand safety refers to a set of tools and strategies that ensure your ads don't appear in an inappropriate context or next to inappropriate content.

How Our Three-tier Brand Safety Fraud Prevention System Works

Using a three-tier system, Choozle takes several steps to ensure the quality of the sites we serve ads on and minimize the risk of fraudulent or non-brand safe traffic.

Tier 1: Network-wide Blocklist

Our buy-side partners continuously scan for fraudulent traffic and look for domain spoofing, high impression counts on a single webpage in case a bot is reloading the page, multiple impressions won on a single bid, and bots mimicking human behavior. Also, there are many categories of sensitive content automatically filtered out by our network partners and us. This informs an always evolving blocklist to apply a network-wide blocklist to all campaigns as the first line of defense.

Tier 2: Internal Blocklist

We also apply an internal blocklist to campaigns that are managed by our Marketplace Quality team. The list is updated weekly and tracks patterns and monitors activity across IPs, publishers, users, and supply vendors to detect fraudulent activity. This second security level allows us to block sites quickly we suspect fraudulent activity, inappropriate content, or non-viewable content to keep our inventory quality high.

Tier 3: Within tier 3, we give you additional options to apply your own preventive measures to ensure the inventory you are bidding on meets your standards.

Blocklists

We highly recommend you build and apply your own blocklists and whitelists to help reduce impressions on sites where you see a low performance or for ones you suspect to be fraudulent. You can also input a third-party tracking service during the creative asset upload.

Brand Safety Solutions

Brands may have their own additions to this list unique to their market, custom audience, or desired brand positioning. Through our Supported Solutions offering, you can apply brand safety solutions to provide the highest amount of protection across your display, and video media buys.

DoubleVerify and Integral Ad Science both provide brand safety solutions in the form of pre-bid lists enabled for your selected ad groups and limited the inventory bid on by your campaign. Both Integral Ad Science and DoubleVerify can be added to ad groups within your campaign and applied with the help of our Account Management team or through the Choozle Support Center. Once applied to your ad group, the ad group will be charged an additional CPM for the service purchased, and the ad group will then only look for impressions that have been deemed brand-safe.

Notes & Best Practices

Brand Safety

- Brand safety solutions are a part of Choozle's Supported Solutions and can be implemented with the help of our Account Management team or through the Choozle Support Center. Reach out to us to learn more.
- Blocklists can be used in conjunction with any other targeting tactic. There is no data CPM using a blocklist.
- Blocklists are limited to only top-level domains (e.g., cnn.com). Paths (after the slash/) or subdomains are not targetable (e.g., cnn.com/sports).
- Brand safety providers include DoubleVerify, Integral Ad Science, or Moat.
- Brand safety pre-bid solutions can limit the number of available impressions. You may need to raise your bids. The content parameters you want to allow or block vary by provider.