



# Trust Index

Insights, Benchmarks and Findings on Online  
Advertising Compliance 2H 2010



575 8th Avenue, 7th Floor, New York, NY 10018  
Tel: 212.631.2111 | [www.DoubleVerify.com](http://www.DoubleVerify.com)

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## Overview

The DoubleVerify Trust Index is a free report of online advertising industry compliance benchmarks. The Trust Index aims to help advertisers, agencies, publishers, networks and platforms evaluate the performance of online display advertising campaigns relative to industry norms. The Trust Index provides insight into compliance and brand safety in online advertising across the industry and is derived from a robust set of metrics across campaigns witnessed by DoubleVerify. The Trust Index data set includes hundreds of advertisers, thousands of verified campaigns and billions of advertising impressions.

The data shown here represents activity observed across a wide range of display advertising formats between July and December 2010. Detailed findings in the report highlight the best performing networks and platforms in the market with regard to compliance on verified campaigns and against benchmarks for specific types of non-compliance, including inappropriate content, page placement and geo-targeting.

The data in this report is intended to inform the industry and is in no way an endorsement of any network, platform, publisher or industry player listed.

The Trust Index provides a comparison of the average performance by certain groups of players in the industry. In order to fully understand the industry compliance landscape, the Trust Index takes into account the fluctuation of each player's performance across campaigns. The Trust Index shows the overall average along with the standard deviation for each group of industry players. The standard deviation shows how much variation there is from the "average." A low standard deviation indicates that all of the campaigns for a group had compliance levels that were very close to the average, whereas a high standard deviation indicates that compliance levels for campaigns in that group were spread out over a large range of non-compliance.

## Key Findings

As networks, platforms (DSPs, ad exchanges and trading desks) and publishers embrace online media verification the top performing groups, with regard to compliance, continue to improve but the bottom players, or least compliant, remain the same or get worse. As advertisers continue to embrace verification for their campaigns, insight into supply-side compliance will multiply. As a result of this increased transparency, confidence in advertising networks, publishers and platforms that focus on improving trust in the online advertising medium will continue to grow and these groups will garner the most market share.

### Networks

Over the last six months of 2010, the most compliant advertising networks had an average non-compliant incident rate of 2%. Additionally, when compared to 1H 2010, the most compliant networks' campaigns experienced less variability for non-compliant campaigns as standard deviation decreased from 17% to 9%. Conversely, the least compliant networks experienced greater variability with an increase in the standard deviation from 28% to 38%. These numbers indicate a widening gap between the most and least compliant networks as consistency increased among the top performing networks and inconsistency became even greater among the least compliant networks.

### Platforms

The most compliant platforms had an average non-compliant incident rate of 3%. The lower tier of players had an average non-compliant incident rate of 25%. In the top performing group, the standard deviation for non-compliant campaigns decreased significantly from 30% in 1H 2010 to 6% in 2H 2010. The campaign average and standard deviation for the most non-compliant platforms did not change significantly from 1H 2010.

### Publishers

Geographic compliance varied greatly among publishers. The top ten performing publishers saw an average rate of 0.01% for campaign impressions served internationally with a standard deviation of just 6%. The bottom performing publishers saw an average rate of 40% for campaign impressions served internationally with an 18% standard deviation. Bottom performing publishers saw moderate increases in both the average and standard deviation non-compliant incident rates in their campaigns from the first half of the year.

Non-compliance penetrated every corner of the online advertising market but advertisers who worked with DoubleVerify to block, monitor and remediate non-compliant impressions witnessed the following performance changes over the life cycle of a campaign:

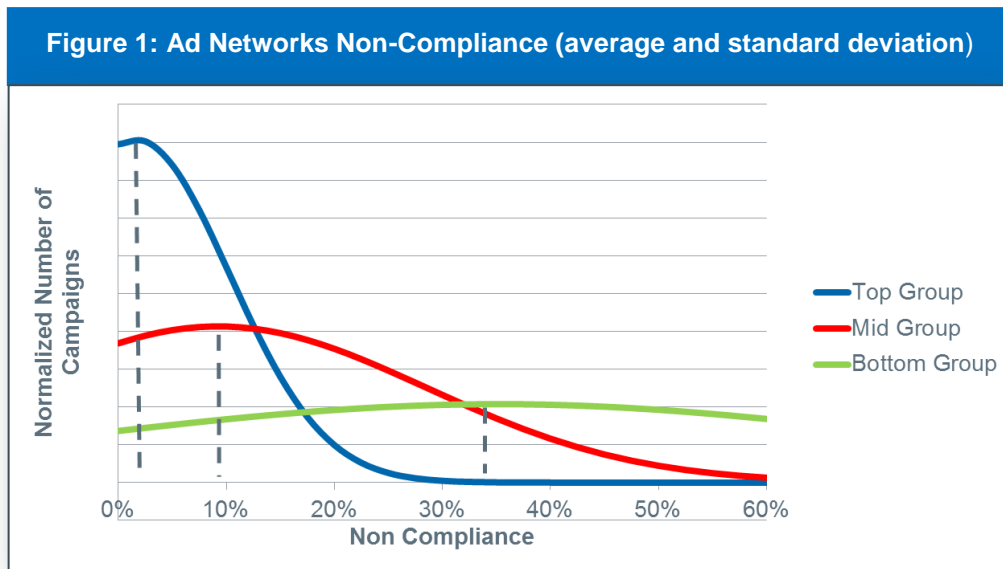
- ✓ A **67%** decrease in inappropriate content
- ✓ An **84%** decrease in international incidents

## Overall Compliance

Overall compliance analyzed a number of compliance criteria pertaining to brand safety: inappropriate content, out of inclusion, in exclusion and international traffic. It also takes into account the number of impressions verified for campaign compliance.

### Advertising Network Compliance Landscape

DoubleVerify analyzed campaigns across more than 150 advertising networks over the last six months of 2010. The graphs below illustrate analysis of the 50 largest networks in terms of the amount of impressions served.

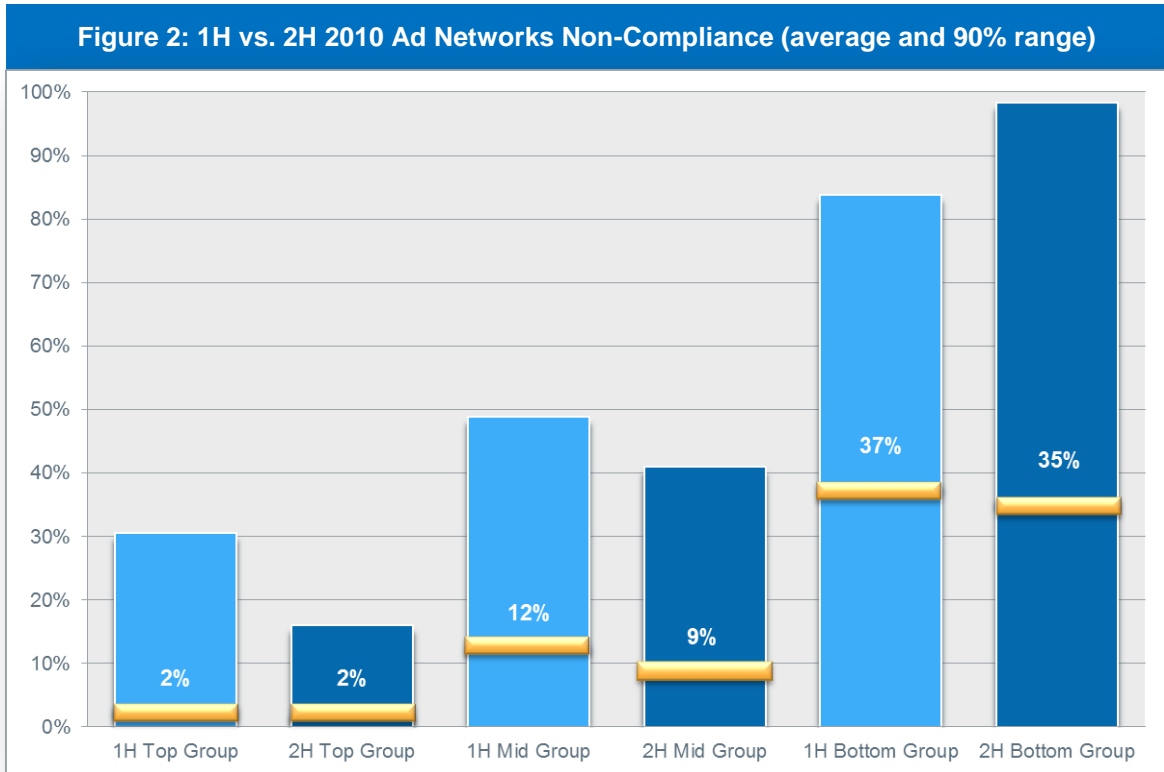


Source: DoubleVerify campaign analysis, July – December 2010

The following bullets highlight key findings from this analysis:

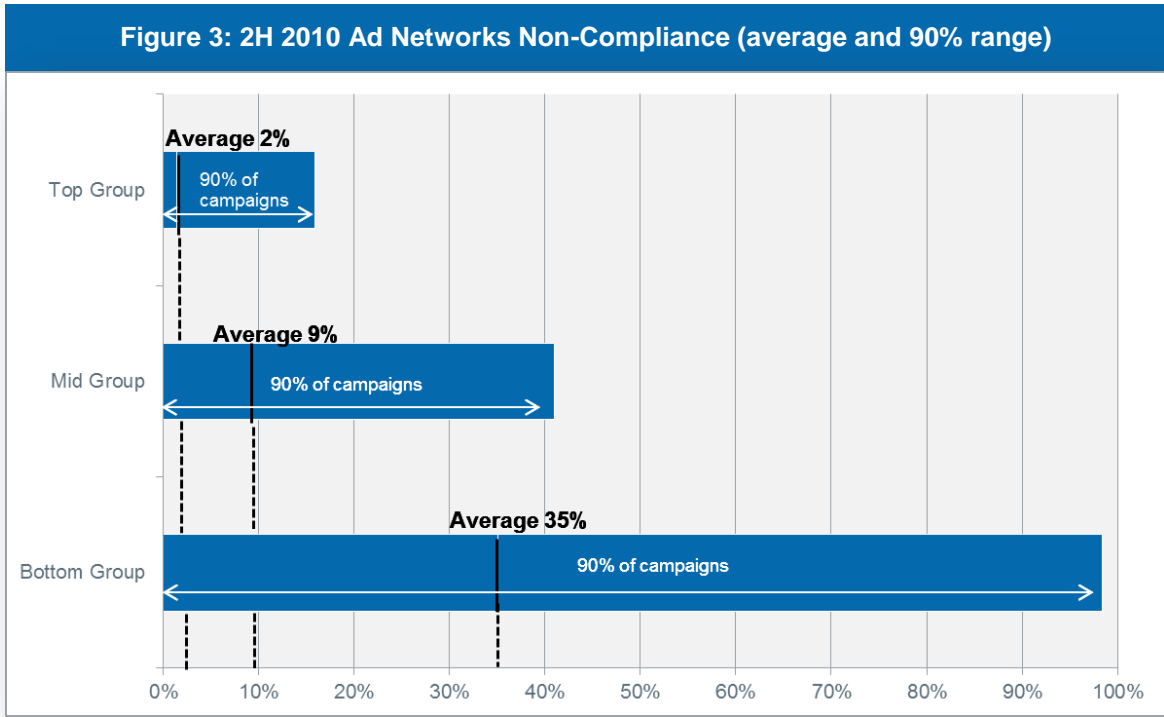
- ✓ The top ten most compliant advertising networks showed an average non-compliant incident rate of 2% with a standard deviation of 9% across campaigns
- ✓ The middle thirty performing networks showed an average non-compliant incident rate of 9% with a standard deviation of 19% across campaigns
- ✓ The ten networks that struggled most with compliance showed an average non-compliant incident rate of 35% with a standard deviation of 38% across campaigns

Network Group	1H 2010		2H 2010	
	Average	Std Dev	Average	Std Dev
Top	2%	17%	2%	9%
Middle	12%	22%	9%	19%
Bottom	37%	28%	35%	38%



Source: DoubleVerify analysis across campaigns running on largest 50 Networks in terms of impressions, January – December 2010.

Figure 2, above, provides a comparison of the range of the amount of non-compliant incidents between the first and second halves of 2010 for each group of ad networks (networks are grouped according to compliance rates). Range of non-compliance was determined using 90% of the total campaigns. As shown in the graph above, the range of non-compliance decreased in the second half of the year for both top and middle tier networks, but increased among the worst performing ad networks. The average rate was determined against 100% of the network’s traffic and is indicated by the gold bars.



Source: DoubleVerify analysis across campaigns running on largest 50 Networks in terms of impressions, July – December 2010

### Most Compliant Advertising Networks

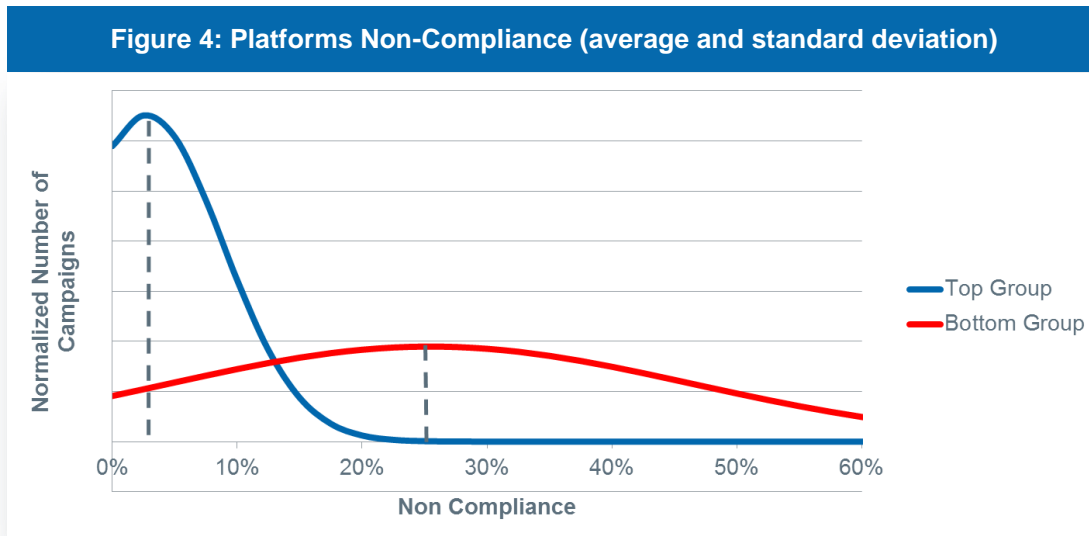
The networks listed below are the top ten most compliant networks.<sup>1</sup> These networks were selected based on a number of compliance criteria including the number of impressions verified for non-compliance along with the overall percentage of the following incidents: inappropriate content, out of inclusion, in exclusion and international traffic. The list below is ordered alphabetically:

- ✓ [AOL’s Advertising.com](#)
- ✓ [AudienceScience](#)
- ✓ [Casale Media](#)
- ✓ [Dedicated Media](#)
- ✓ [interclick](#)
- ✓ [Microsoft Media Network](#)
- ✓ [Specific Media](#)
- ✓ [Traffic Marketplace](#)
- ✓ [ValueClick Media](#)
- ✓ [Undisclosed](#)

<sup>1</sup> Networks mentioned in this report were done so with their permission.

## Platform Compliance Landscape

DoubleVerify analyzed campaigns across more than thirty platforms over the last six months of 2010. The graphs below illustrate analysis of the thirteen largest platforms in terms of the amount of impressions served.

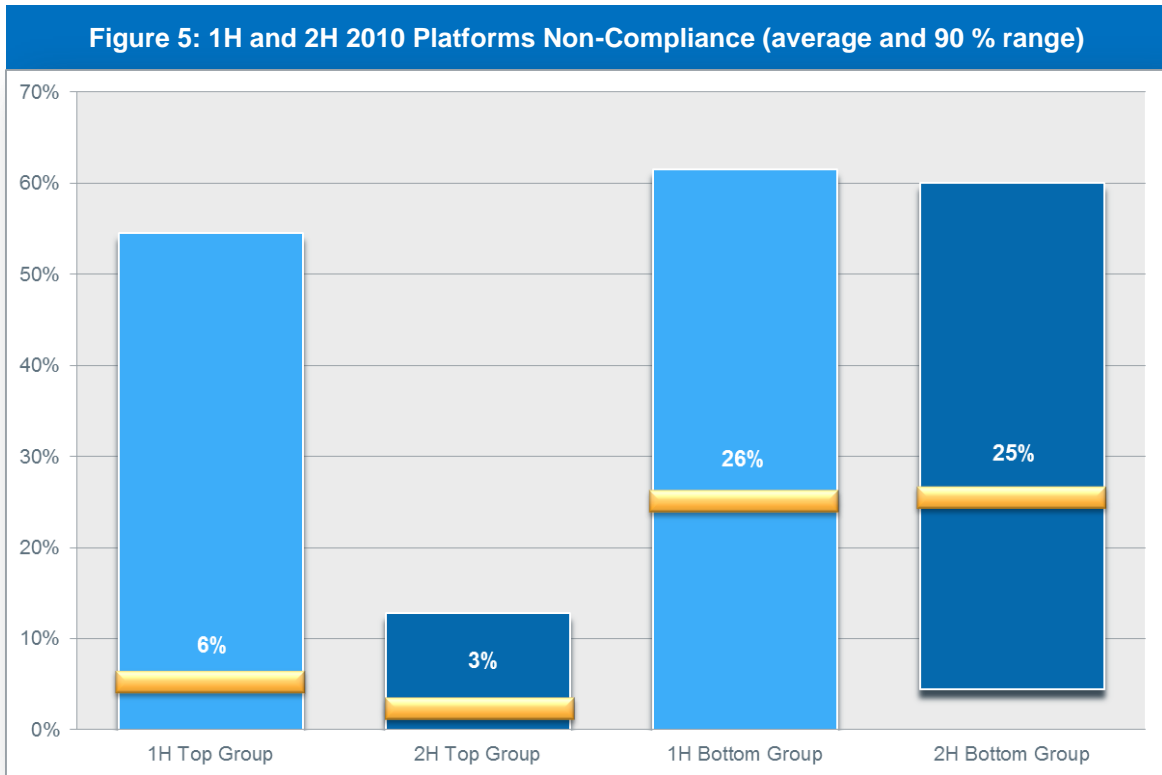


Source: DoubleVerify campaign analysis, July – December 2010

The following bullets highlight key findings from this analysis:

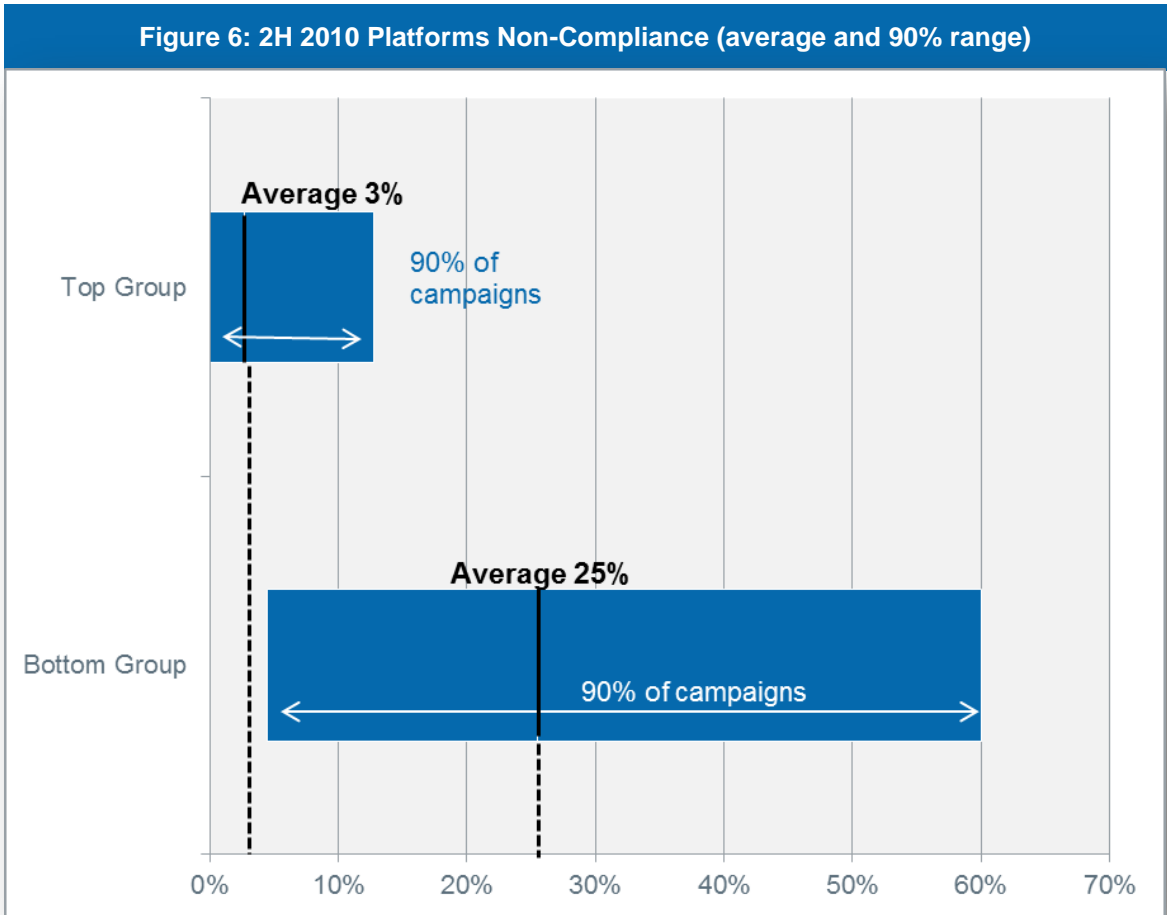
- ✓ The top performing platforms showed an average non-compliant incident rate of 3% with a standard deviation of 6% across campaigns
- ✓ The bottom performing platforms showed an average non-compliant incident rate of 25% with a standard deviation of 21% across campaigns

Platform Group	1H 2010		2H 2010	
	Average	Std Dev	Average	Std Dev
Top	6%	30%	3%	6%
Bottom	26%	22%	25%	21%



Source: DoubleVerify analysis across campaigns running on largest thirteen platforms in terms of impressions, January – December 2010.

Figure 5, above, provides a comparison of the range of the amount of non-compliant incidents between the first and second halves of 2010 for each group of platforms (platforms are grouped according to compliance rates). The range of non-compliance was determined using 90% of the total campaigns. As shown in the graph above, the range of non-compliance in the second half of the year dropped dramatically for the top platforms. However, while the bottom group’s range of non-compliance slightly decreased, within 90% of campaigns not a single campaign had a non-compliant incident rate of 0%. The average rate was determined against 100% of platform traffic and is indicated by the gold bars.



Source: DoubleVerify analysis across campaigns running on largest thirteen platforms in terms of impressions, July – December 2010

### Most Compliant Platforms

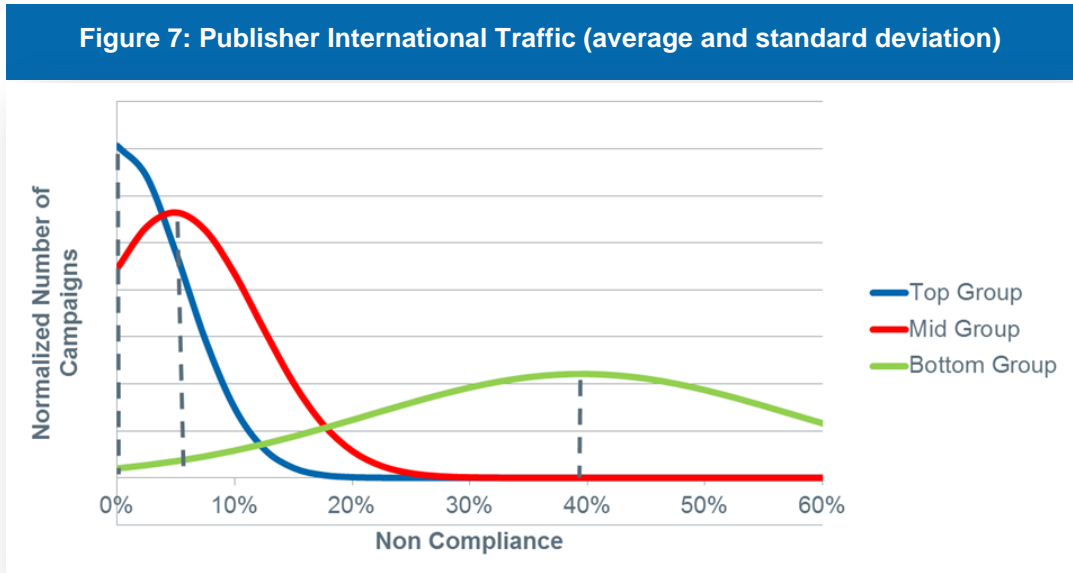
The platforms listed below are the top three most compliant platforms.<sup>2</sup> These platforms were selected based on a number of compliance criteria including the number of impressions verified for non-compliance along with the overall rate for the following incidents: inappropriate content, out of inclusion, in exclusion and international traffic. The list below is ordered alphabetically:

- ✓ [Invite Media](#)
- ✓ [The MIG's Zeus Advertising Platform](#)
- ✓ [VivaKi's Audience on Demand \(AOD\).](#)

<sup>2</sup> Platforms mentioned in this report were done so with their permission.

## International Traffic Compliance Landscape

DoubleVerify analyzed traffic outside of international targeting parameters among 186 premium publishers throughout the last six months of 2010.

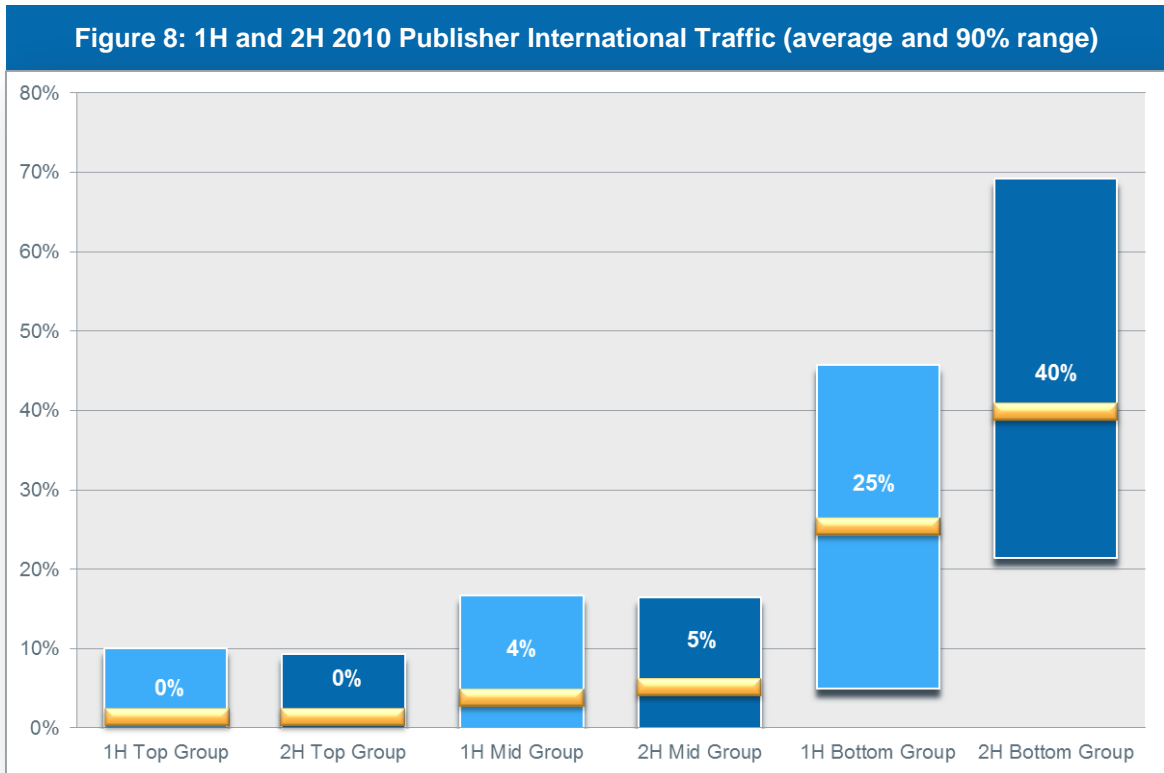


Source: DoubleVerify campaign analysis, July – December 2010

The following bullets highlight key findings from this analysis:

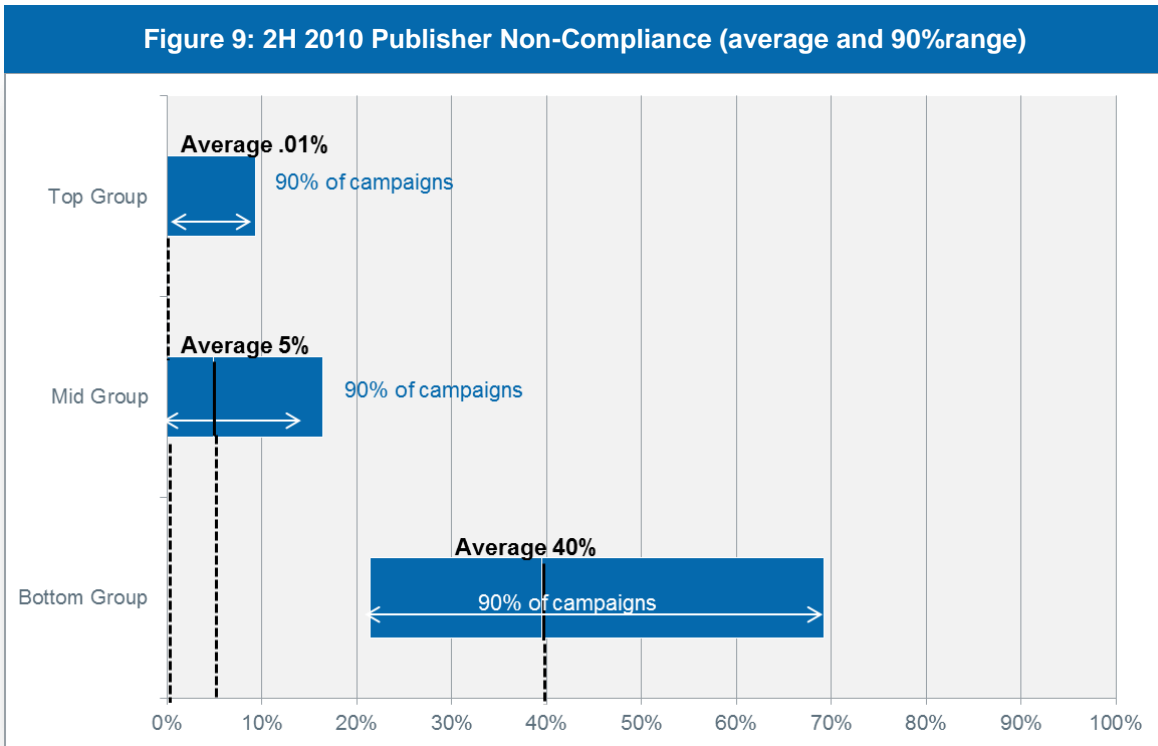
- ✓ The top twenty performing publishers showed an average international traffic incident rate of 0.01% with a standard deviation of 6% across campaigns
- ✓ The middle group of 146 publishers showed an average international traffic incident rate of 5% with a standard deviation of 7% across campaigns
- ✓ The twenty publishers that struggled most with international traffic showed an average international traffic incident rate of 40% with a standard deviation 18% across campaigns

Publisher Group	1H 2010		2H 2010	
	Average	Std Dev	Average	Std Dev
Top	0%	6%	0%	6%
Middle	4%	8%	5%	7%
Bottom	25%	12%	40%	18%



Source: DoubleVerify analysis across campaigns running on publishers with over one million impressions, January – December 2010.

Figure 8, above, provides a comparison of the range of the amount of international traffic incidents between the first and second halves of 2010 among publishers (publishers are grouped according to compliance rate). As shown in the graph above, the minimum international traffic incident rate for the 2H bottom group was 20%, which suggests that for 90% of the bottom performing publishers' campaigns one out of every five impressions was served outside of the targeted country. The range of non-compliance was determined using 90% of the total campaigns. The average rate was determined against 100% of publisher traffic and is indicated by the gold bars.



Source: DoubleVerify analysis across campaigns running on largest publishers with over one million impressions, July – December 2010

## Ad Placement Delivery Benchmarks

DoubleVerify's AdAssure solution monitors compliance across a variety of incidents pertaining to standard ad placement and insertion order stipulations. The following table illustrates the overall advertising delivery norms for the second half of 2010 across verified campaigns:

<b>Ads served below the fold</b>	<b>37%</b>
<b>Pages including multiple ads by the same advertiser</b>	<b>11%</b>
<b>Ads served alongside competitor's ads</b>	<b>5%</b>

## Methodology

DoubleVerify used a robust set of data analysis tools to analyze online advertising campaign activity across more than 150 billion advertiser campaign impressions from July 1, 2010 to December 31, 2010. Types of non-compliance incidents analyzed include instances of ads served out of inclusion lists, in exclusion lists, alongside inappropriate content, multiple ads from the same advertiser, ads alongside a competitor, ads served below the fold and ads served to international audiences. The data in the analysis was carefully normalized to the best of our ability. Advertising delivery providers were categorized into three main categories: advertising networks, platforms and publishers. Impression thresholds were applied to each group to ensure the highest level of accuracy.

## About DoubleVerify

DoubleVerify is the leader in third-party online media verification and compliance. Our mission is to bring trust, accountability, transparency and compliance to online advertising in order to drive the entire industry forward. Uniquely positioned at the nexus of the digital advertising industry, we work with the largest publishers, agencies, advertisers, ad networks, ad exchanges, and demand-side platforms to verify the correct placement and display of every single impression of a verified online advertising campaign and ensure compliance with the latest industry regulations.

DoubleVerify works with over 100 ad networks and more than 150 of the Fortune 500 brands. We are the only verification company certified by all major portals.

We are focused on staying one step ahead of non-compliance, inaccuracy and rogue industry players trying to game the system. We work to keep brands and networks safe, advertisers confident and online advertising more accountable and trusted. Our world-class technology and best-in-class client services provide a complete solution for our customer base.

Investors in DoubleVerify include Blumberg Capital, Institutional Venture Partners, First Round Capital and Genacast Ventures. DoubleVerify is headquartered in New York City with engineering offices in Tel Aviv, Israel.

**This document can be found on our website at:**

<http://www.doubleverify.com/resources/trustindex>

## DoubleVerify

dvsales@doubleverify.com  
575 8th Avenue  
New York NY 10018  
[www.doubleverify.com](http://www.doubleverify.com)