

# Digital Accountability Findings & Panel Discussion

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San Diego

Marketing Accountability Standards Board  
of the Marketing Accountability Foundation





**Larry  
Harris**

Wilson Sonsini Goodrich & Rosati  
PROFESSIONAL CORPORATION



**Gary  
Greenstein**



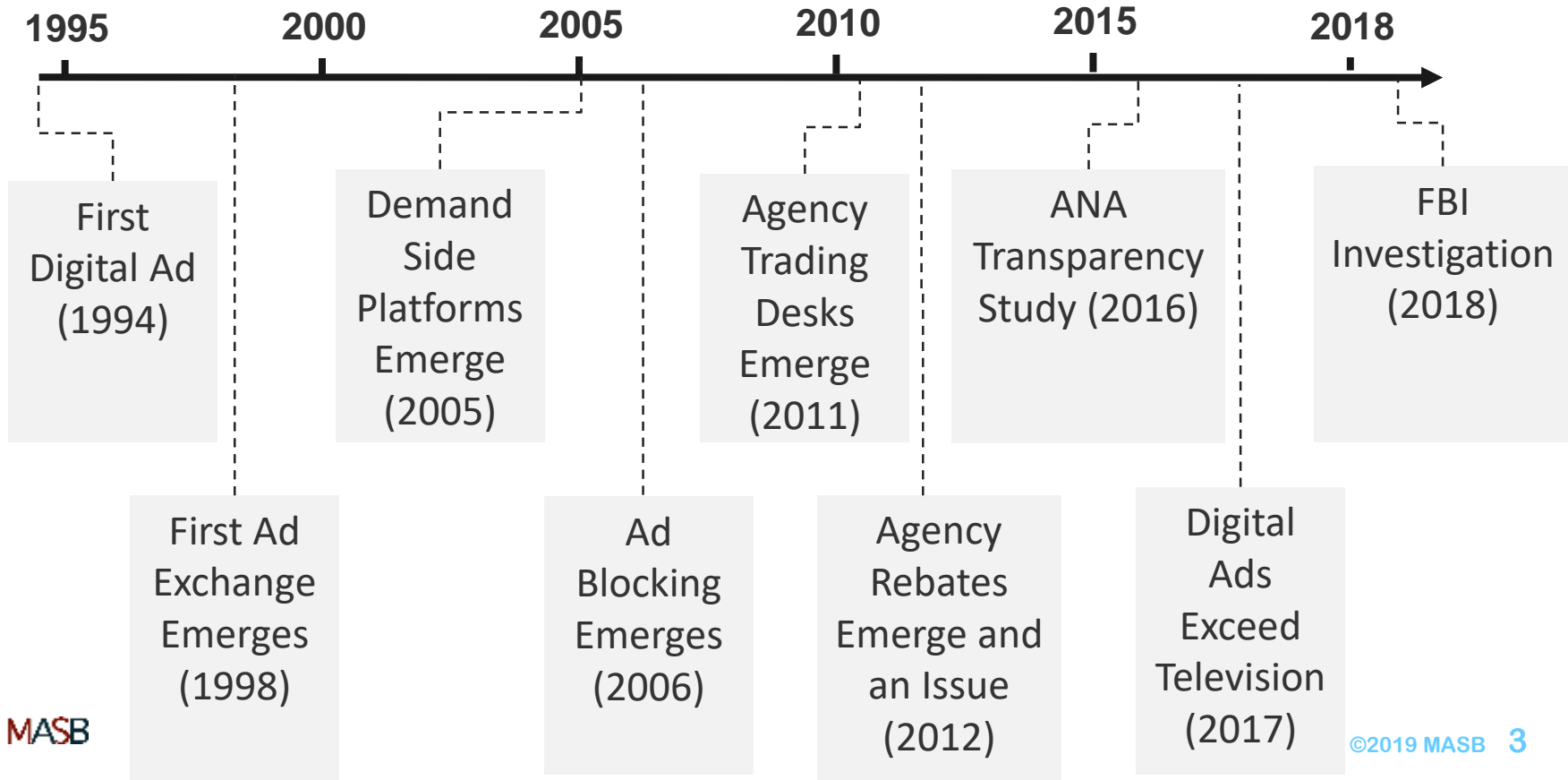
**Purush  
Papatla**

**MASB**



**Tony  
Pace**

# A Brief History of Digital Advertising



# Top Ten Concerns of CMO's

Brand Safety

User Experience

Transparency

Brand Value Building

Lack of Governance

Incompatibility of Metrics

Data Integrity

Ineffective Ads

Viewability

Other (Fraud, Privacy)

# Four Questions to Ask



Am I getting my money's worth when you are planning and buying online media for my brands?

Are you acting as an agent or a principal with my ad dollars?

What percentage of my working media dollars are actually reaching the intended audience?

Where exactly are my ads being shown?

# Leakage of Digital Marketing Dollars



12 step process from ad to audience – 0.36 seconds and 80% automated

Over 50% lost to tax to middlemen

Up to 35% lost to arbitrage, fraud and Domain spoofing

Only 3% of publishers have real human beings (10mm of 330mm)

# What's Driving Leakage?




 Fat Ads,  
Slow Ads,  
Tracking  
Pixels,  
Formatting

 Agency  
Rebates,  
Markups, AVB,  
Arbitrage and  
Equity Stakes

 Redundant,  
Phantom,  
Unnecessary  
Martech Fees

 Fraud,  
Bots and  
Domain  
Spoofing

 Ad  
Viewability,  
blocking,  
formatting  
and quality

# Battling Digital Marketing Fraud

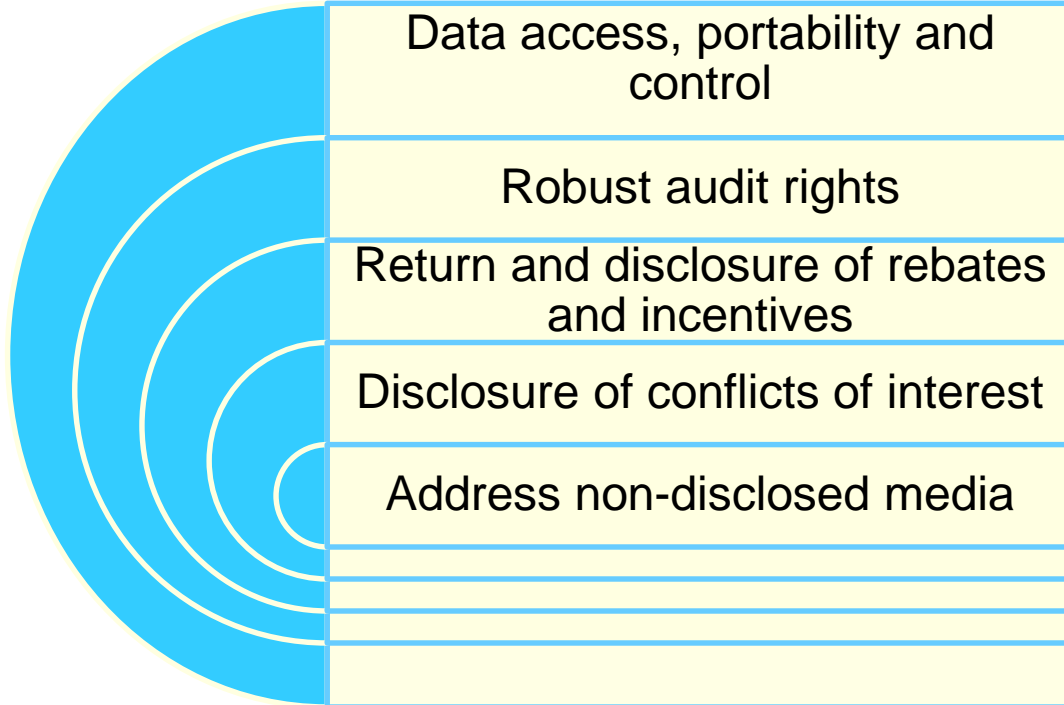


Right contracts

Log files



# Contracts



ASSOCIATION OF NATIONAL ADVERTISERS  
MASTER MEDIA BUYING SERVICES AGREEMENT TEMPLATE  
VERSION 2.0  
JULY 15, 2018

This Association of National Advertisers (ANA) Template Agreement (Template) is a form for advertisers when contracting with media buying agencies. The ANA updated the Template, initially released in July 2010, to address developments in the media buying industry since releasing version 1.0. The Template represents what the ANA believes to be in the best interest of advertisers and best practices for the global marketplace.

There is no obligation on ANA members to use the Template. Each member is free to negotiate whatever terms and conditions such member deems appropriate. The ANA makes no representations or warranties as to the content of the Template. Anyone using the Template is advised to consult with experienced legal counsel before adopting the Template in whole or in part.

The ANA would like to acknowledge the work of its General Counsel, Reed Smith LLP, in preparing the Template, particularly Douglas Wood, Keri Bruce, and Michael Isselin. Questions may be directed to Bill Duggan, ANA, 788 3rd Ave. # 33, New York, NY 10017, telephone: + (212) 697-5950, email: bduggan@anaset.org or Keri W. Bruce, telephone: +1 (212) 548-0328, email: kbruce@reedsmith.com or Douglas Wood, telephone: +1 (212) 548-0377, email: dwood@reedsmith.com, Reed Smith LLP, 999 Lexington Avenue, New York, New York 10022.

The ANA would like to thank the consultants and other industry experts who provided insight and recommendations to improve the Template, including FirmDecisions, Etiquty, P&L Media LLC, Medialink, KPMG, Cortex Media, AdFin, Ron Pullen, and the Truthworthy Accountability Group.

Governance also plays a key role. While the ANA does not endorse any particular governance structure, appended to the Template is a suggested governance structure developed by media consultant, Ron Pullen. It is intended as a supplement to the ANA White Paper, Media Transparency: Prescriptions, Principles and Processes for Advertisers (authored by Etiquty and FirmDecisions).

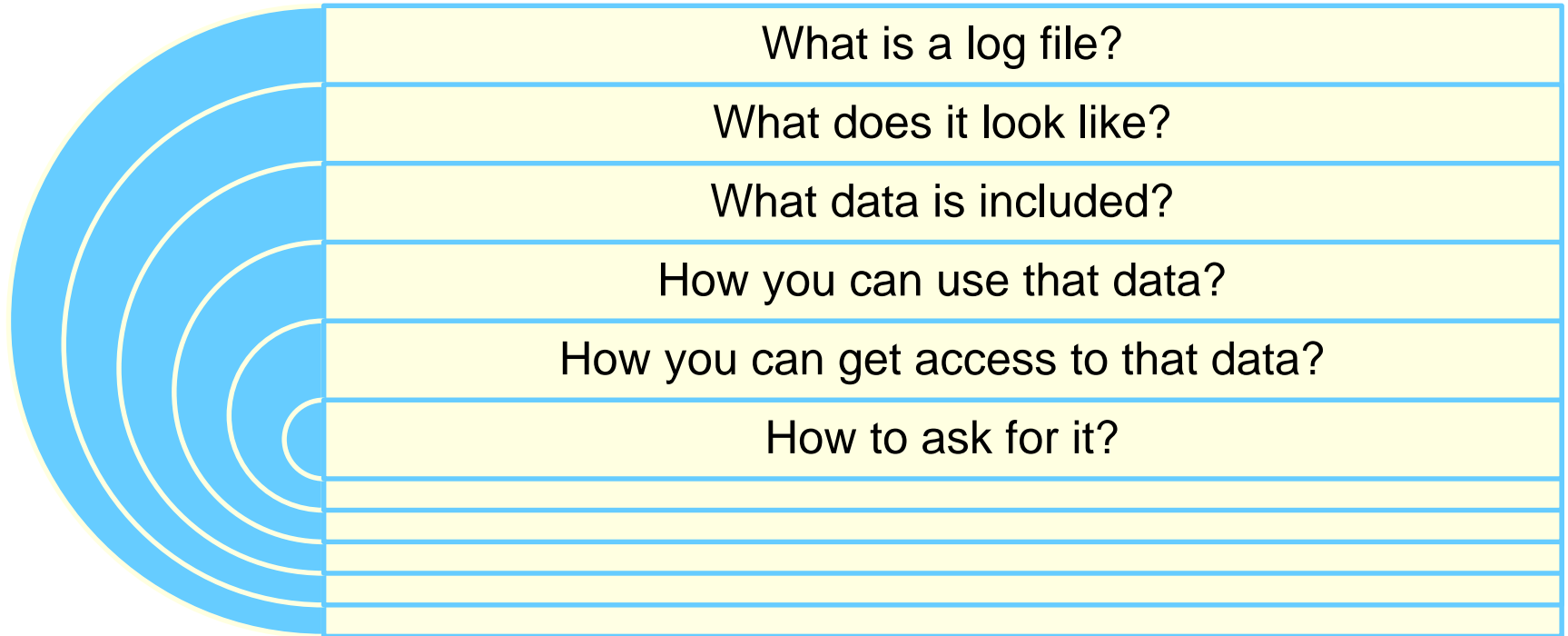
Please note that the suggested terms in the Template are not intended to represent the only methodology by which the contractual relationship between an advertiser and its media buying agency can be addressed. The Template does, however, highlight the myriad of issues that should be openly discussed and resolved in order to insure transparency and consequent stability in any relationship.

Bracketed provisions highlighted in yellow are items that require insertions or should be considered, completed, and/or modified in utilizing the Template. This annotated version of the Template is also provided in a clean format for use by an advertiser.

MASTER MEDIA BUYING SERVICES AGREEMENT

THIS MASTER MEDIA BUYING SERVICES AGREEMENT is entered into on the \_\_\_\_\_ day of (Month) 20\_\_\_\_ ("Effective Date") by and between (Advertiser), an (State) corporation, having a place of business at (Address) ("Advertiser"), and (Agency), an (State) corporation, having a place of business at (Address) ("Agency"), individually referred to as a "Party" or collectively referred to as the "Parties".

# Anatomy of a Log File



# Cutting Down Fraud



Require access to all log servers

Control use of your data (first party data)

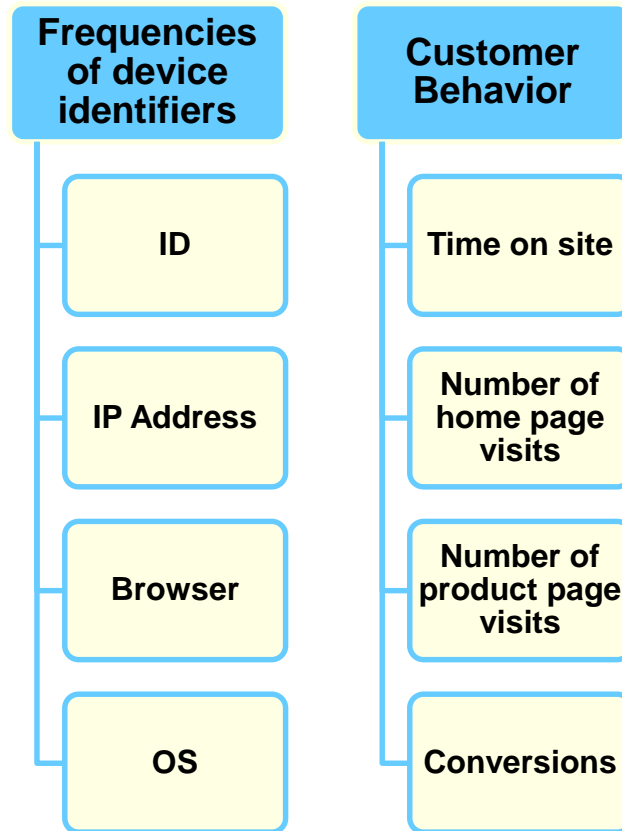
Target contextually by design

Targeting should let you know where your ads run

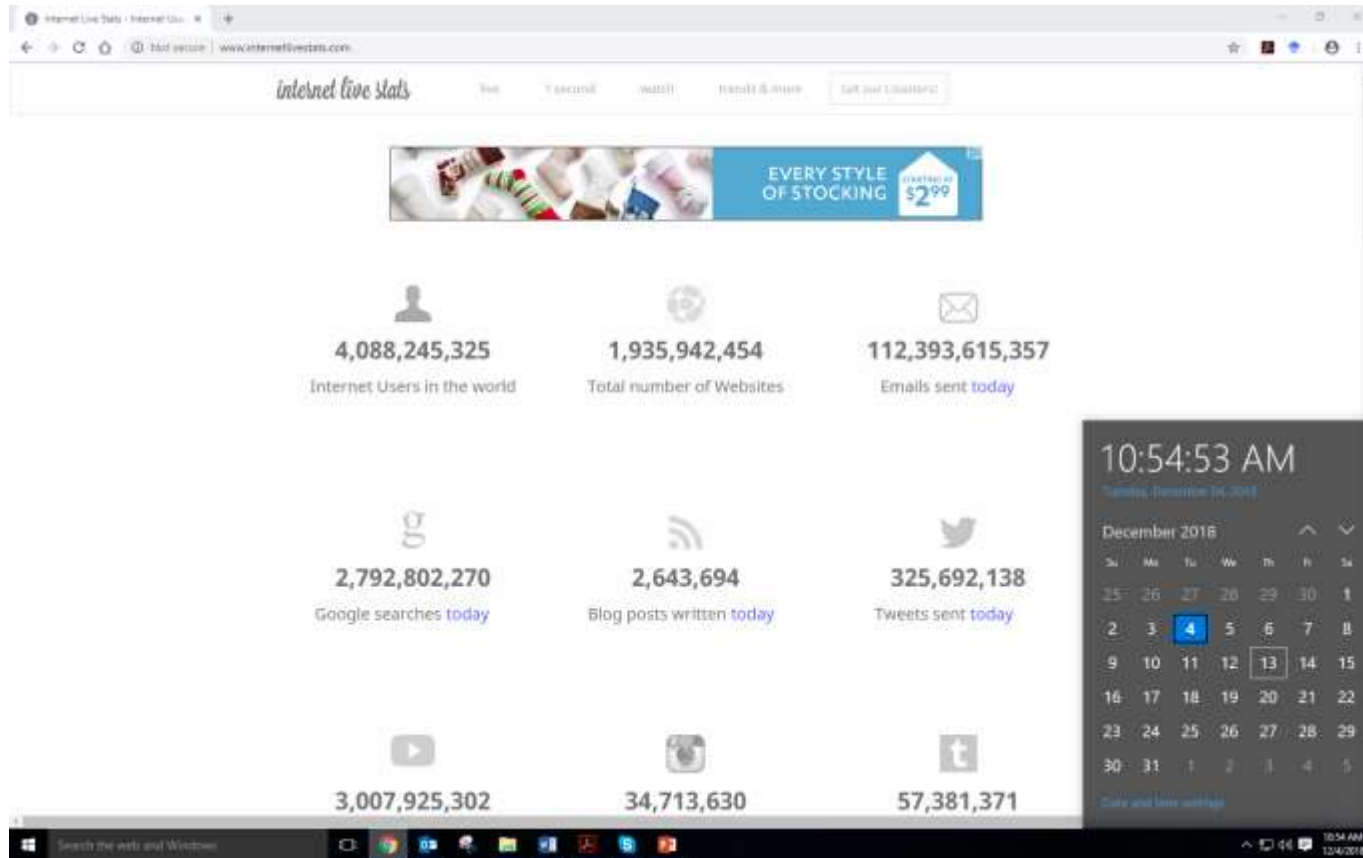
Do not pay till human site visits are verified

Pay only for domains that are publicly identified  
and can be verified as real

# Detecting Fraud: Sample Log File Metrics



# The Digital Advertising Universe



# Use of Automation, Machine Learning & AI

Automation

Can compute and update all metrics

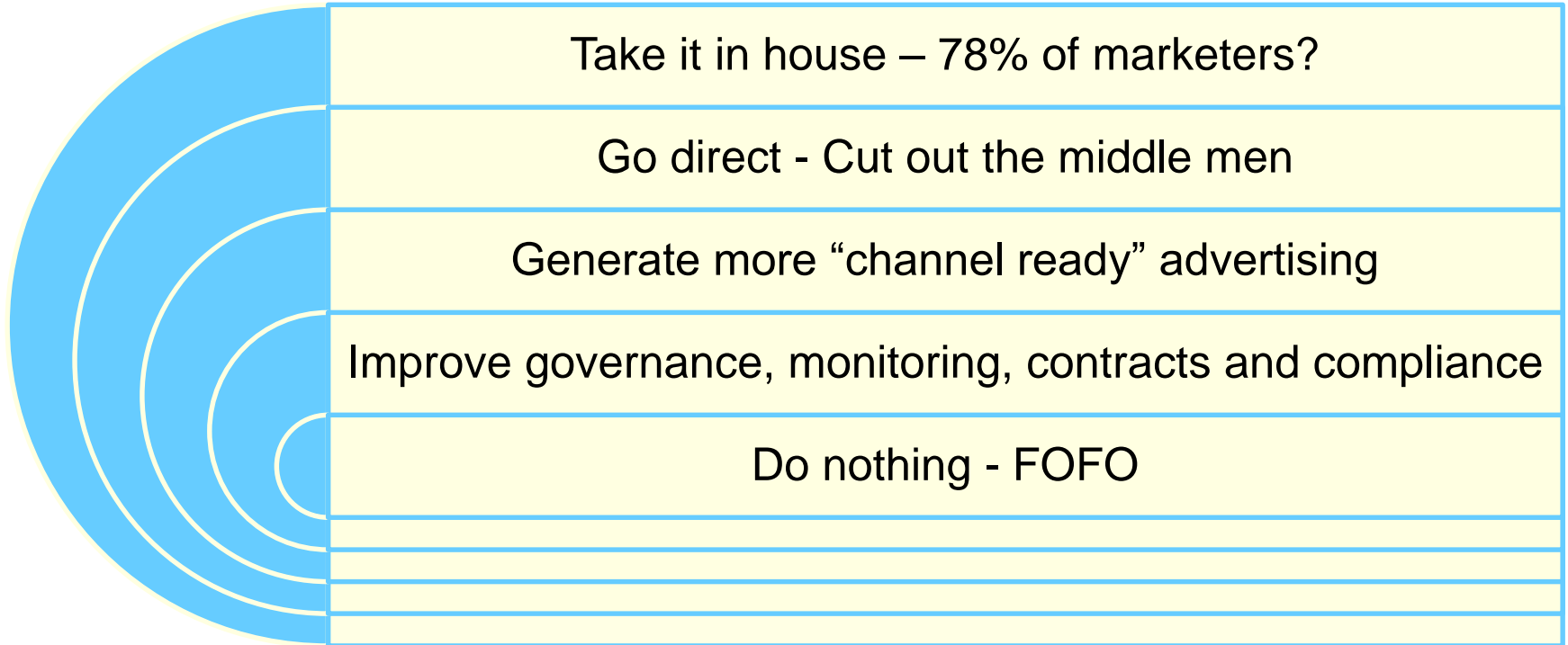
Machine Learning

Can use the metrics to detect and flag fraud

AI

Can identify platforms and vendors that should or should not be used

# Other Steps



# Thank-you!



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