



614
GROUP

**TAG FRAUD
BENCHMARK REPORT:
SNAPSHOT GERMANY**



The **Trustworthy Accountability Group (TAG)** is a global industry non-profit organization, representing more than 500 member companies across 26 countries, focused on combating criminal activity in the digital advertising campaign. **TAG's Certified Against Fraud** program identifies companies that meet our rigorous standards of identifying fraudulent, non-human traffic and removing it from inventory that is purchased or sold.

In conjunction with **The 614 Group**, TAG issues an annual Fraud Benchmark Report to measure the effectiveness of working with TAG Certified partners in fighting fraud. Past research demonstrates that such actions remove up to 94% of fraud versus industry averages.

As part of our ongoing research, TAG has analyzed over 4 billion impressions in the German marketplace during the first half of 2019, of which 2 billion flowed through TAG Certified Channels.

Below is a snapshot view of how the TAG program is performing in this region:

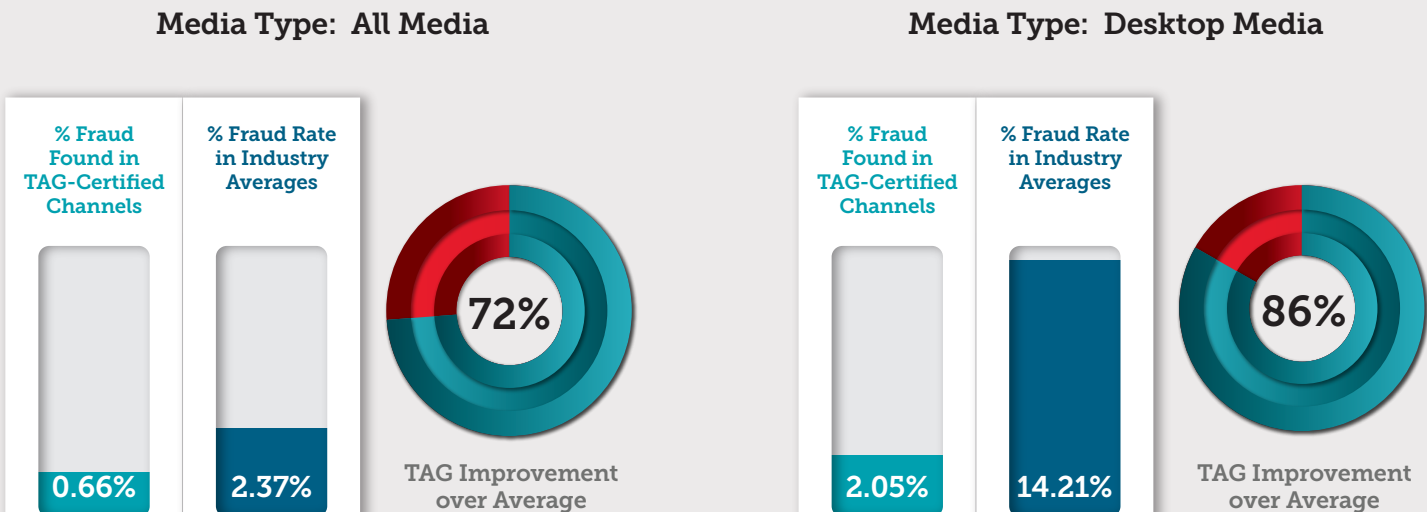
TAG Certified Channels have less than 1 percent fraud in Germany

The data received from partners by The 614 Group indicated that the IVT rate on media within TAG Certified Channels, across all measured media types (Desktop, Mobile and Video) was **0.66%**, versus 2.37% as reported by MRC accredited vendor Oracle Data Cloud's Moat Analytics¹. Additionally, TAG Certified Channels measured a **2.05% IVT** rate in Desktop Display versus 14.21% by Moat Analytics. This was a reduction of 86%.

¹ Invalid Traffic (IVT) data provided by Oracle Data Cloud's Moat Analytics to TAG/614 Group. Includes both GIVT and SIVT data without screening or fraud protection, covering the period from January-June 2019.

Additional Key Quantitative Findings:

- TAG Certified Channel fraud rate is 72% lower than the aggregated measurement of MRC accredited fraud vendor Moat Analytics.
- Desktop Display media when purchased on TAG Certified Channels showed an 86% reduction when compared to the same media type when media is unfiltered for fraud.



Key Qualitative Findings:

During our research we conducted interviews with local brand safety experts, from both the buy and sell side of the German marketplace. Below are the key reactions we received:

- Many marketers still believe that zero percent fraud can be achieved. For instance, as one technology representative told us, “What the agencies are afraid of is while you might say there is a low percentage of fraud, all they hear is some fraud and we want zero. And that especially from the demand side.”
- The industry can and must lead in order to help advertisers, who plan to invest in digital media understand the technical and operational realities of fighting advertising fraud. The more players within the industry adhere to certifications and implement systems to detect and remove fraud, the more the rate of IVT will continue to decrease. The results contained in this, and past reports, demonstrate the tangible improvements to be gained via TAG Certified Channels. We anticipate measuring continued improvement. As one of our interviewees explained, “Once this benchmark is released, we expect the feedback to be positive, and shared within the multiple sectors throughout the industry.”
- The TAG initiative demonstrates the digital ad tech industry commitment to creating brand safe environments which includes along with tools to measure progress.
 - Wide agreement that it requires a concerted effort, with all market participants working together to ensure traffic quality and brand safety.
 - It also needs tools to help measure progress: if market participants adopt standards and receive certification, they will see measurable results.
- Finally, our findings found media within TAG Certified Channels to be a combined IVT rate of 1.73% when aggregating, display and video and this number is 45% better than a similar number as reported by the BVDW³ aggregate industry average.

² Data as reported by BVDW https://www.bvdw.org/fileadmin/bvdw/upload/publikationen/digital_marketing_quality/4_DMQ_Report.pdf



About This Report

In the summer of 2019, The 614 Group, on behalf of TAG, pulled data from the ongoing and annual TAG European Research Report to measure the impact of TAG Certification in reducing fraud in actual campaigns, and to assess the industry's perception of both TAG and the fight against fraud in the German market. This snapshot focused on discovering rates of both general invalid traffic (GIVT) and sophisticated invalid (SIVT).

Report Parameters

Inventory Type	Desktop, Mobile Web, Mobile In-App Display and Video
Types of Fraud Examined	GIVT SIVT
Volume of Impressions Examined	4.6 ³ billion
Study Duration	January 2019 - July 2019
Data contributors	GroupM, IPG Mediabrands and Omnicom Media Group

About the Trustworthy Accountability Group

The Trustworthy Accountability Group (TAG) is a first-of-its-kind cross-industry accountability program to create transparency in the business relationships and transactions that undergird the digital ad industry, while continuing to enable innovation. A joint marketing-media industry program, TAG was created with a focus on four core areas: eliminating fraudulent digital advertising traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency.



About The 614 Group

The 614 Group is a results-driven digital advertising infrastructure consultancy, providing strategic and tactical services to our clients. With unparalleled experience, a global network and talent the firm generates the ideal blend of visionary and executional support services which can be completely customized to each client's capabilities and goals. Through our original content, live events, and research, we empower the industry-at-large, with cutting-edge education and resources. Based in the US the firm works more than 40 consultants across three top global markets.



³Total Impressions Collected and Analyzed by The 614 Group