

Quantcast: Transparency FAQs

Increased transparency in the digital advertising supply chain is important as this makes it easier for buyers to understand which suppliers in the chain add the most value. This set of Transparency FAQs has been developed by a group of IAB UK members from different parts of the industry to help buyers understand more about the companies operating in digital advertising. The questions fall under three different categories - Pricing, Placement and Data.

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Pricing

Correct as of February 2019

What is your business model and how do you make money?

Quantcast is a global media platform and data company. We buy and sell media powered with our proprietary first party data and advanced AI modeling optimization on a CPM, CPCV, or VCPM basis.

Can you outline the full details of the agreement on a booking form / contract?

Yes, we would specify impressions booked, CPMs, total budget contracted, start and end date of the agreement, product type, viewability and geo targeting. If the customer requires more specific requirements (i.e. frequency caps or pacing requirements), we detail those obligations on our agreements as well.

Will you share who your trading partners are?

Quantcast transacts with numerous publishers that make their inventory available through open exchanges or supply side platforms.

Please note the answers given are self-declared and are not verified by IAB UK or independently audited, unlike under industry-owned programmes such as JICWEBS. To view the latest JICWEBS Certifications, visit <https://jicwebs.org/certification-process/signatories/>

Quantcast

Placement

Correct as of February 2019

Do you own the inventory you sell?

No.

If you don't own your own inventory then how do you access inventory and which platforms do you use?

Quantcast accesses inventory via integrations with 15+ exchanges and direct integrations with supply side platforms (SSPs).

Do you specify your media placements and positions?

No, this information is not typically available for our media placements.

What insights do you provide back to advertisers?

Quantcast will provide to the Advertiser insights on their campaign's performances and key metrics (e.g. viewability, click through rate) based on the objective. Also, through Quantcast Measure, we will provide them with new insights on their audiences that can be used to understand customer interests better and define strategies across all media channels.

Does the inventory you own or access include UGC content?

No, Quantcast inventory does not include UGC content.

What brand safety measures do you use?

Brand safety is vitally important to us at Quantcast. We have a global policy of blocking certain categories of content by default for all Quantcast customers including hate speech, pornography, illegal content, or content that incites illegal activity. We also identify objectionable sites and inventory sources discovered through content verification vendor reports, and automatically add them to our global blacklist. Additionally, for customers who require bespoke brand controls, we enable the ability to work with industry specialists such as Integral Ad Science, DoubleVerify and Moat. Integrations with these vendors allow for seamless application of these additional controls.

Which industry standards have you been certified against?

We hold ourselves to high standards and make sure that we meet them by having all our systems regularly audited to ensure robustness and accuracy. We are an IAB Trustworthy Accountability Group (TAG) certified provider and Digital Trading Standards Group (DTSG) member. We are IAB UK Gold Standard Certified.

Do you have a policy in place for ad-misplacement?

Details on takedown policy are available on: www.quantcast.com/brand-safety

Are you happy to share your optimisation tactics?

Our real-time advertising system elegantly weaves data, autonomous predictive modeling and AI optimization into a 'set it and forget it' solution that efficiently delivers business outcomes at scale. We rescore each internet user against the custom model for each advertiser to ensure that we're targeting the most relevant user for each campaign at any given time. Our models analyse and take into account millions of data points, ensuring an ongoing real-time optimisation. While our model optimises in real time to deliver media where it will have the most impact, we acknowledge that we also need to report back to our clients on performance. As a result, we have developed a 'Model Insights' tool which provides a report that shows changes in our modeling signals across domains, geos, and topics of content and their influence on the campaign, to aid in answering the question: "What is the modeling doing?"

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Data

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Under GDPR what legal basis are you providing your services under?

Quantcast relies on legitimate interest and consent to collect and process personal data of consumers.

If consent is the mechanism then can you prove how you obtained it?

Quantcast uses the IAB Framework to manage consent. The IAB Framework is designed to make consent auditable.

Are you using the IAB Framework?

Yes. Quantcast has also developed Quantcast Choice, a Consent Management Provider (CMP) solution based on the IAB Europe's Transparency and Consent Framework, designed to help website owners to recognize and communicate consumer consent for the purposes of delivering relevant content and advertising in line with GDPR.

What other 3rd party data partners require consent for your business to deliver its service?

None.

What do you do with data you obtain from advertiser's campaigns or data tags?

Quantcast is a digital advertising company specializing in audience measurement and real-time advertising. We collect and process data from consumers for the purpose of digital advertising and audience insights.

Are advertisers permitted to appoint their own 3rd party partners for verification and measurement?

Yes.

Will you provide a link to your privacy and data policies?

<https://www.quantcast.com/privacy/>

Will you share how you build audience, contextual and targeting segments?

Yes. Quantcast uses a consistent approach to building all its segments. Seed data is acquired that corresponds to consumers known to belong to a segment. Then, we use our best-in-class modeling techniques and our behaviour graph to scale the segment and find similar consumers.

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