

# Exponential: 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 January 2019

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

We sell unique video experiences coupled with machine learning models and proprietary data on a simple CPM, CPE or CPV basis. Data, creative and media are largely rolled in to a single rate.

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

Yes, this is standard.

Will you share who your trading partners are?

Partners and publishers, yes, but any agency trading agreements would be confidential with those agencies.

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/>

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# Placement

Correct as of January 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?

We have direct relationships with ~2000 publishers, and otherwise use our proprietary bidder to access Exchange inventory.

Do you specify your media placements and positions?

Yes.

What insights do you provide back to advertisers?

Standard campaign metrics (CPA, CTR, engagement rate, average time spent), plus viewability (via Moat) and also audience insights as standard.

Does the inventory you own or access include UGC content?

Optionally.

What brand safety measures do you use?

We have a proprietary solution (PageGuard) but are happy to layer on a 3rd party option such as Integral AdScience, Moat, DoubleVerify or similar.

Which industry standards have you been certified against?

JICWEBS DTSG, TAG Anti-Fraud, IAB Gold Standard, NAI, EDAA. Full list at <http://exponential.com/partnerships/>

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

Yes, covered in <http://exponential.com/safety-guidelines/>

Are you happy to share your optimisation tactics?

We happily share strategies and approaches with clients, although machine learning models mean it's not possible to explain absolutely everything.

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# Data

Correct as of January 2019

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

Legitimate Interest and consumer opt-in consent.

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

We are members of the IAB Consent framework.

Are you using the IAB Framework?

Yes.

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?

Data from an advertiser's campaign is used purely to benefit that advertiser. This takes two forms - pixel data feeding into campaign-specific models and statistical data used in reporting.

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?

<http://exponential.com/privacy/>

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

We crawl pages of sites within our network of publishers and look for vocabulary and rules linked to topics within our manually-curated tax. These topics can then be used for contextual or behavioural targeting (typically via machine learning models).

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