

Inskin: 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?

Inskin runs high-impact, rich-media skins across a network of premium publishers, sold to advertisers directly and programmatically on a CPM basis. We design and build the skins and operate a revenue share model with the publishers involved.

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

We specify impressions booked, targeting, CPMs and the agreed sitelist.

Will you share who your trading partners are?

Yes we fully disclose this to clients or potential clients.

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/>



Placement

Correct as of January 2019

Do you own the inventory you sell?

We do not own inventory, we create inventory on our publisher partners' sites, then sell that inventory to advertisers.

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

We are given access to our partners' inventory in exchange for a share of the revenue generated.

Do you specify your media placements and positions?

Yes, Inskin sells page takeover / skin formats, which wrap page content. Our campaigns run on article pages, which have high engagement and dwell times.

What insights do you provide back to advertisers?

Inskin's post-campaign reporting includes standard metrics and viewability reporting via MOAT. We also provide click analysis and video completion stats per device, creative execution and click event. We have a range of campaign-based research options available.

Does the inventory you own or access include UGC content?

All of Inskin's publisher partners are editorially controlled. Some news sites might embed videos as part of a story, or have a comments section.

What brand safety measures do you use?

We handpick our publisher partners and integrate every site ourselves: we feature on 95% of our publishers' ads.txt files. Inskin holds the IAB Gold Standard, the JICWEBS DTSG Brand Safety Seal and the JICWEBS Anti-Ad Fraud Seal, and adheres to the Coalition for Better Ads' Better Ads Standards. We are happy to implement any additional brand safety tracking that a client requests. For more information, please visit: <http://www.inskinmedia.com/brand-safety.html>

Which industry standards have you been certified against?

Inskin holds the IAB Gold Standard, the JICWEBS DTSG Brand Safety Seal and the JICWEBS Anti-Ad Fraud Seal

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

Inskin has a range of measures in place to avoid ad misplacement, which are discussed with clients. In the unlikely event of any ad misplacement, we would actively work with our client to resolve the situation. For more information, please visit: <http://www.inskinmedia.com/brand-safety.html>

Are you happy to share your optimisation tactics?

Yes, we adapt our optimisation tactics to the campaign KPIs and share with our clients.

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Data

Correct as of January 2019

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

Where ads are targeted, legitimate interest and user opt-in consent are used. Inskin is registered on IAB Europe's Framework, vendor ID #150.

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

Where consent is relied upon it is obtained either by publishers' own consent management platforms (CMPs) or via the IAB Europe Consent and Transparency Framework. Where we do not have consent, we do not process data and continue to work on a contextual basis.

Are you using the IAB Framework?

Yes, vendor #150.

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

All third party data services used by us and our partners require consent before data can be used. Inskin uses services from Lotame, and our programmatic partners use a variety of services, all of which are controlled through the same consent mechanisms that control our own access to data.

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

Campaign delivery and performance data (non-personally identifiable) are used for optimisation and reporting purposes. We don't record data from client tags.

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://www.inskinmedia.com/privacy-policy.html>

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

Yes, we share this with clients or potential clients.

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