

Rezonnence: 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?

Our core product – FreeWall® is a Q&A based unit, in which a reader accesses the first two paragraphs of an article before being shown a branded question which they must answer to unlock the rest of the content. Due to this value exchange between the publisher, reader, and advertiser, FreeWall® is transacted on a cost per engagement (CPE) basis. The CPE pricing is set by our whitelist of publisher partners, we then operate on a revenue share with the publisher.

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

Yes. Once the publishers have been selected they can be included on a booking form / contract with the corresponding revenue shares clearly detailed.

Will you share who your trading partners are?

We share revenue with our whitelist of premium publishers, where the publisher keeps 75%, and we keep 25% of the net revenue received after 3rd party tech fees or agency commissions.

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?

No.

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

We access all publishers inventory via direct ad-server integration with publisher. 1. If the booking is on a direct IO basis, we use AppNexus as our ad-server and deliver across selected publishers 2. If a programmatic buy, we create a PMP in our SSP (AppNexus/SpotX), with predefined publisher inventory included, for agency/brands to buy against.

Do you specify your media placements and positions?

We share revenue with our whitelist of premium publishers, where the publisher keeps 75%, and we keep 25% of the net revenue received after 3rd party tech fees or agency commissions.

What insights do you provide back to advertisers?

We provide a live reporting dashboard, and a full PowerPoint post campaign analysis within 2 weeks of the campaign ending.

Does the inventory you own or access include UGC content?

No.

What brand safety measures do you use?

FreeWall® runs on a whitelist of premium publishers down to a URL level and we are happy to work with any 3rd party brand safety technology. We work with the buyers to ensure they buy according to their client's requirements. If we are managing the buying of a campaign, we will use the 11 grapeshot safety segments as standard.

Which industry standards have you been certified against?

We have been awarded the JICWEBS brand safety and ad fraud seals. We are GDPR compliant. We are in the process of achieving the IAB Gold Standard and Coalition for Better Ads certification.

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

We do, please see here <https://rezonance.com/brand-safety/>

Are you happy to share your optimisation tactics?

Yes, our bespoke technology optimises toward articles attracting higher engagement rate across our whitelist of publishers.

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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. In addition to this Rezonence is included in publisher consent framework.

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

When we are required to obtain consent, we ask consumers to opt-in directly only with the stated brand, providing the consumer with an understanding of why and how long they will be opted in for. At this point, we provide them a chance to opt-in or out (with this being a clear answer choice in our Q&A unit), and will not impede access to the content if the consumer opts out.

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?

The data Rezonence captures during campaigns is purely interaction metrics. This data – clicks, engagements, impressions, engagement rate etc. - is aggregated and is not personally identifiable. We analyse this and report back to the client.

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?

Our privacy policy is currently being reviewed and amended by our legal team, this will be amended on site in early January 2019. Existing policy:

<https://rezonence.com/privacy-policy/>

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

Rezonence do not have a DMP so we do not build our own audiences per se. If advertisers want to build audiences from FreeWall interactions they can do so using their own pixels within answer buttons. Rezonence cannot access this data. For contextual targeting we use Grapeshot's technology to target pre-defined segments. Alternatively, we can create client bespoke one and run these via Grapeshot.

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