

Rubicon Project: 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?

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by giving them tools and expertise to sell ads easily and safely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly traded company (NYSE:RUBI) headquartered in Los Angeles, California. We make money by receiving a percentage fee off of the sales of the seller's inventory. We can share that our average take rate in Q3 2018 was 12.3%.

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

Yes, Rubicon Project enters into contracts with both its buyer and publisher customers.

Will you share who your trading partners are?

Yes, Rubicon Project connects thousands of buyers and sellers: more than 1 million Global websites, 60 thousand applications and 900,000 brands, Agencies and DSPs. Please see our website for examples of partners that we work with (<https://rubiconproject.com/>).

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/>

The logo for Rubicon Project, featuring the word "rubicon" in a lowercase, sans-serif font with three small circles above the "i", and the word "PROJECT" in a smaller, uppercase, sans-serif font below it.

Placement

Correct as of January 2019

Do you own the inventory you sell?

No, third party publishers own or operate the inventory they sell via Rubicon Project's technology platform.

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

Rubicon Project provides third party sellers with access to and use of Rubicon Project's technology platform in order to make the sellers' inventory available for sale to third party buyers. Rubicon Project has the ability to integrate with any publisher to incorporate inventory and/or audience data through several integration options: client-side, server-side, or both, leveraging open source technology developed by [Prebid.org](https://prebid.org) of which Rubicon Project is a founding member. These integrations cover all formats.

Do you specify your media placements and positions?

The key information with respect to media placements and positions is supplied by the publisher in the bid request. The buyer receives post campaign reporting detailing media placement and positions on the seller's inventory.

What insights do you provide back to advertisers?

We give full transparency to advertisers on the delivery of all ad campaigns including campaign performance & insights.

Does the inventory you own or access include UGC content?

We are very cautious about user-generated content in order to provide the safe environments that buyers expect, and don't allow inventory where user-generated content poses a high risk. We do have some inventory in our exchange that contains some user-generated content, including premium news sites with reader comments and certain services where we are confident the inventory made available in our exchange has been adequately curated for brand safety. As with other inventory, sites or apps with UGC must be approved by our highly-trained inventory quality team.

What brand safety measures do you use?

At Rubicon Project, we've built trust with our brand and agency partners who rely on us to provide the highest quality inventory and strong brand protection capabilities. At a platform level, we have strong brand safety standards (<https://rubiconproject.com/terms-conditions/inventory-quality-guidelines/>) that we require sellers to adhere to, built atop a foundation of transparency. Our inventory quality team manually reviews publishers, sites, and apps for compliance with these guidelines, rejecting inventory that is inappropriate or offensive, exhibits hate speech, contains apparent pirated content, or poses other significant brand safety risks. For buyers with distinctive brand safety requirements, we're happy to engage directly to help provide access only to suitably curated inventory.

Which industry standards have you been certified against?

Rubicon Project was a founding member of TAG, the Trustworthy Accountability Group, and actively participates with TAG and the IAB Tech Lab to advance anti-fraud standards. Rubicon Project is currently TAG Certified Against Piracy and plans to become Certified Against Fraud. Rubicon Project is also a certified member of JICWEBS and the IAB UK Gold Standard.

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

Our strong baseline brand safety practices that prohibit offensive sites, along with transparency in bid requests, help ensure that ad misplacements are rare. Buyers with concerns about highly contextual, page-level ad misplacements are welcome to embed third-party real-time brand-safety analysis tools into their ad creatives.

Are you happy to share your optimisation tactics?

In addition to a high level of customer service, we provide our customers with products and tools within the Rubicon Project platform which enable them to choose the best optimisation tactics for their business goals.

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The logo for Rubicon Project, featuring the word "rubicon" in a lowercase, sans-serif font with a registered trademark symbol, and "PROJECT" in a smaller, uppercase, sans-serif font below it. To the right of the word "rubicon" are three small circles of varying sizes, arranged vertically.

Data

Correct as of January 2019

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

Rubicon Project's legal basis is detailed here:

<https://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/#LegalbasisforProcessingUserInformation>

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

This depends on how Rubicon Project interacts with the user.

Are you using the IAB Framework?

Yes, we are registered on IAB Europe's global vendor list.

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

Please see the third parties that Rubicon Project works with set forth in our platform cookie statement:

<https://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/platform-cookie-statement/>

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

Please see our privacy policy here:

<https://rubiconproject.com/rubicon-project-yield-optimization-privacy-policy/#HowWeUseUserInformation>

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

Yes, advertisers can use whichever third party partners they prefer.

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

Please refer to our policies here: <https://rubiconproject.com/privacy/>

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

Yes, our technology allows our publisher customers to build their own audience, contextual and targeted marketplaces. Through our Orders Platform, buyers have the opportunity to buy targeted and quality audiences at scale for campaigns which are brand safe and fully transparent.

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