Teads: 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.

Contents

Pricing

Placement

Data

Pricing

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

We are a media platform and have a revenue share model. We typically pay publishers fixed amounts and monetise their supply. Additionally we have a buy side platfrom that may in the future have platform fees.

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

Our insertion orders, master service agreements are posted publicly. Individual publisher contracts are held privately with the publisheing partner.

Will you share who your trading partners are?

We are willing to share our trading partners as we work with all major holding groups. We may withold some details of each deal as they can be private to the signing partner.

Teads.tv

Placement

Do you own the inventory you sell?

We do not have owned and operated supply.

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

We maintain our own supply side platform with proprietary tech. We do not use any thrid party platforms not part of teads.

Do you specify your media placements and positions?

We exclusively use outstream placements for video and display. We specific the dimensions of each placement and where it exists in relation to the fold.

What insights do you provide back to advertisers?

Typically we provide general performance metrics; completion, engagement, viewability. We also provide audience insights post delivery.

Does the inventory you own or access include UGC content?

We do not access user generate content, our supply is all professionally produced editorial content.

What brand safety measures do you use?

We have a direct integration with grapeshot and MOAT to measure and to fight against brand safety conerns.

Which industry standards have you been certified against?

Jicwebs, TAG, IAB Gold Standard.

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

We do not have a specific policy in place for programamtic but operate best in class service and offer added value if there is an issue with ad placement outside of the specified goals.

Are you happy to share your optimisation tactics?

Yes we are happy to share optimisation tactics however we may not disclose code developed for our buying engine.

Teads.tv

Data

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

Controller and processor. We operate on true consent via the IAB Consent Framework across all EMEA markets.

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

We are utilising the IAB consent framework and using multipe CMPs by choice of our publishers. We can show consent or non consent in our traffic logs.

Are you using the IAB Framework?

Yes.

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

Not all of our business operates on the use of 3rd party data, its only supplemented for specific campaigns. Two large partners requiring consent are Nielsen and Oracle marketing clouds.

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

We use the information we collect to deliver our services:
- Targeting: We use data to filter the ad delivery according to the advertiser's requirements.
- User frequency Capping: We use data to prevent displaying too many times the same ad to the same user.
- Analytics: We use collected data for monitoring and reporting the campaign delivery for advertisers and publishers and for internal business analysis.
- Ad Delivery: We transmit collected data to to programmatic buyers so that they can deliver their campaigns.
- Delivery Algorithm training: We use collected data in order to improve our service and technology.

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?

See **https://www.teads.tv/privacy-policy/**

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

To a certain extent, technical implementation will not be fully disclosed.

Teads.tv