

Verizon Media: 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

Correct as of March 2019

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

We create consumer products and content which is then monetised through selling advertising space. We also monetise the advertising space on 3rd party products and services.

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

Yes.

Will you share who your trading partners are?

We work with most agencies, advertisers, DSPs and other buyers of advertising space.

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/>

verizon[✓]



Placement

Correct as of March 2019

Do you own the inventory you sell?

Verizon Media sells inventory on its owned and operated properties such as Yahoo and HuffPost and also sells media from our partners via our DSP, Native Marketplace and SSP.

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

Our DSP is connected to several SSPs, including our own. We also aggregate 3rd party supply within our SSP and native marketplace.

Do you specify your media placements and positions?

Yes.

What insights do you provide back to advertisers?

We provide Insights and Analytics to advertisers based on both unique 1st and 3rd party data assets, all provided in proprietary Audience Insights and Campaign Insights platforms. Beyond the platform, depending on the requirements and campaign size, we have an insights team who assist in campaign briefing and measurement; utilising a variety of 1st and 3rd party tools including audience sizing/make up, social listening, brand uplift, search lift/converter analysis and creative diagnostics.

Does the inventory you own or access include UGC content?

Yes, we own Tumblr, a community based blogging platform.

What brand safety measures do you use?

We work with both 3rd party solutions and our own proprietary solutions. 3rd Parties: Integral Ad Science, DoubleVerify, Moat, Grapeshot. Proprietary platform: Talon Pro.

Which industry standards have you been certified against?

JICWEBS/DTSG, IAB Gold Standard, EDAA.

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

Yes. <https://emea.adspecs.verizonmedia.com>

Are you happy to share your optimisation tactics?

Yes. Our client services team provide ongoing commentary of optimisations made to campaigns. Where advertisers choose to operate on a self-serve model the teams will also provide recommendations.

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/>

verizon✓

Data

Correct as of March 2019

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

Verizon Media relies on consent (e.g. to use cookies and for personalised ads), legitimate interests (e.g. for security and anti-fraud) and performance of a contract (e.g. where we have personalised content products).

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

Yes. On our owned and operated properties, we have a custom consent experience underpinned by an IAB TCF specification CMP which records all user consents. Consent that is obtained on our behalf by third parties will typically be signalled by an IAB TCF signal and recorded in our CMP.

Are you using the IAB Framework?

Yes.

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

All of our partners must obtain consent before using non-essential cookies (i.e. in order to store and/or access information on users' devices).

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

Where advertisers onboard their 1st party data for campaigns, we use that in accordance with the advertiser's instructions (i.e. Verizon Media acts as a processor). Data that is generated from running campaigns on our ad platforms is used in accordance with our partner contracts. If advertisers use their own data tags, we would not receive that data unless the advertiser chose to share that.

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?

<https://policies.oath.com/ie/en/oath/privacy/index.html>

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

Yes, we will be willing to share information with advertisers and/or 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/>

verizon^v