

Sublime: 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 March 2019

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

Sublime is an adtech company specialised in delivering innovative engaging high impact formats respecting the end user based on Coalition for Better Ads Standards. We run our high impact ad units campaigns across a network of premium publishers, sold to brands directly or programmatically on a CPM basis. We design and build the ad units thanks to our internal Creative Studio and we pay publishers fixed CPM and monetise their supply with our own ad units and technology.

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

Our insertion orders or master service agreements include specific impressions booked, targeting, CPMs and the agreed sitelist.

Will you share who your trading partners are?

We share our trading partners as we work with all major holding and 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/>

sublime



Placement

Correct as of March 2019

Do you own the inventory you sell?

Sublime does not own the inventory where we deliver the campaign on.

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

To deliver the campaign, we partner with publishers in exchange for a fixed CPM. This way we maintain our own supply side platform with proprietary technology and do not use any third party platform.

Do you specify your media placements and positions?

We only work via whitelists which provide the full url of media placements to brands and media buyers. Our campaigns run on articles pages, which have high engagement and dwell times.

What insights do you provide back to advertisers?

For each campaign a full report is sent to the brand or media agency. The report includes campaign standard metrics such as imps #, click #, CTR but also Top 5 delivery by category, Top 10 sites with best CTR or best delivery. It also includes an ad verification and viewability reporting provided by Moat (analysed impressions, In view impressions and Moat Brand score). On request, we also can provide a range of campaign-based research (such as Brand Lift Study or Eye-Tracking research).

Does the inventory you own or access include UGC content?

All of Sublime publishers partners are editorially controlled and manually validated. Some news sites might embed videos as part of story or have a comments section.

What brand safety measures do you use?

We integrate every site by a dedicated team and request publishers to integrate our ads.txt files. We can also use IAS or MOAT according to the brands requests. We can also integrate other brand safety tracking on request.

Which industry standards have you been certified against?

Sublime is verified by ABC to JICWEBS Brand Safety Principles (www.abc.org.uk/newslink/112-stories/833-sublime-verified-by-abc-to-jicwebs-brand-safety-principles) and is IAB UK gold Standard certified

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

Sublime has a policy in place for ad misplacement and a full take down procedure which is due to be followed by our ad ops and publishers teams. Available on request.

Are you happy to share your optimisation tactics?

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

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The logo for Sublime, featuring the word "sublime" in a bold, lowercase, sans-serif font. The letters are white with a slight shadow effect, set against a dark background. The logo is positioned in the bottom right corner of the page, above a decorative graphic of teal diagonal stripes.

Data

Correct as of March 2019

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

Sublime relies on consent for targeting, analytics and insights. As for conversion tracking, antifraud and brand safety, it relies on legitimate interest. Sublime believes consent is necessary for increasing transparency in the market place and fostering trust within the ecosystem.

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

Sublime relies on publisher's action to gather consent and pass it to the relevant third party. To do so, we have registered as global vendors on the IAB Europe Consent Framework. In order to gather consent from the user, the publisher will have to use a Consent Management Platform registered with IAB Europe Consent Framework and obtain consent for Sublime, but also for our SSP partners: Smart Adserver, AppNexus, Improve Digital, Freewheel (if video format is accepted by the publisher), and with Moat.

Are you using the IAB Framework?

Yes, Sublime is a signatory to the IAB Europe Transparency and consent framework and is part of the Global vendor list: <https://advertisingconsent.eu/vendor-list/>

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

All third party data services used by Sublime and our partners require consent before data can be used. Where we do not have consent, we do not process data and continue to work on a contextual basis.

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

We only use the data for analytics and capping. 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?

Link to Sublime Privacy & data Policy: <https://www.sublime.xyz/en/privacy>

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

Yes, we share this with clients or potential clients.

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