

TripleLift: 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 February 2019

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

TripleLift is a Supply Side Platform which operates a revenue share with our publisher partners based on the spend from advertisers utilising our platform.

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

Our Insertion Orders and Master Services Agreements are available on request.

Will you share who your trading partners are?

We work with all of the major agency holding groups, independent agencies and brands directly as well as our network of premium publishers.

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/>

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Placement

Correct as of February 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?

TripleLift placements are incorporated directly by publishers into their ad servers, header wrappers, or hard coded on to their pages.

Do you specify your media placements and positions?

Yes.

What insights do you provide back to advertisers?

We provide the standard suite of metrics expected by the industry.

Does the inventory you own or access include UGC content?

No.

What brand safety measures do you use?

Our platform is integrated with all of the major brand safety vendors and we are happy to integrate any additional partners a publisher or advertiser requires.

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 for ad-misplacement as all of our placements are custom built solutions bought by the demand side.

Are you happy to share your optimisation tactics?

Yes, however in general optimisation takes place using third party buying solutions (DSPs), we will make recommendations to the buy-side customers.

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Data

Correct as of February 2019

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

We are both a Controller and Processor. Generally we operate under the legal basis of Consent passed through by our publishers.

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

We receive Consent from publishers under the IAB Transparency Framework.

Are you using the IAB Framework?

Yes.

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

Demand Side Platforms integrated into our platform.

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

Nothing.

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://triplelift.com/privacy/>

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

We are happy to share this information on request.

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