



Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Marketing Success Strategies

#2: Demand Transparency

Why questioning your video ad partners is key to brand safety and business growth





Four Marketing Success Strategies That Will Grow Your Brand

VAB's vast knowledge of the ever-evolving video ecosystem empowers marketers with analyses, insights and the confidence to create more effective and impactful marketing strategies.

This **4-part series** provides marketers with a set of strategies to create successful video campaigns in 2024 and beyond.

Four Marketing Success Strategies in 2024

#2: Demand Transparency



#1: Prioritize Quality



#3: Embrace Innovation



#4: Adopt Alternatives

Click report cover above to download the appropriate report



Marketing Success Strategy #2: Demand Transparency

Why is this important?

Ad fraud negatively affects publishers and consumers, but it is often advertisers who are hit the hardest. Along with wasted ad dollars and unseen impressions delivered to bots, **ad fraud can also create reputational, financial and legal risks for advertisers.**

Clear, confident engagement with trusted media partners is essential to align objectives and achieve effective outcomes.

Why does it matter in 2024?

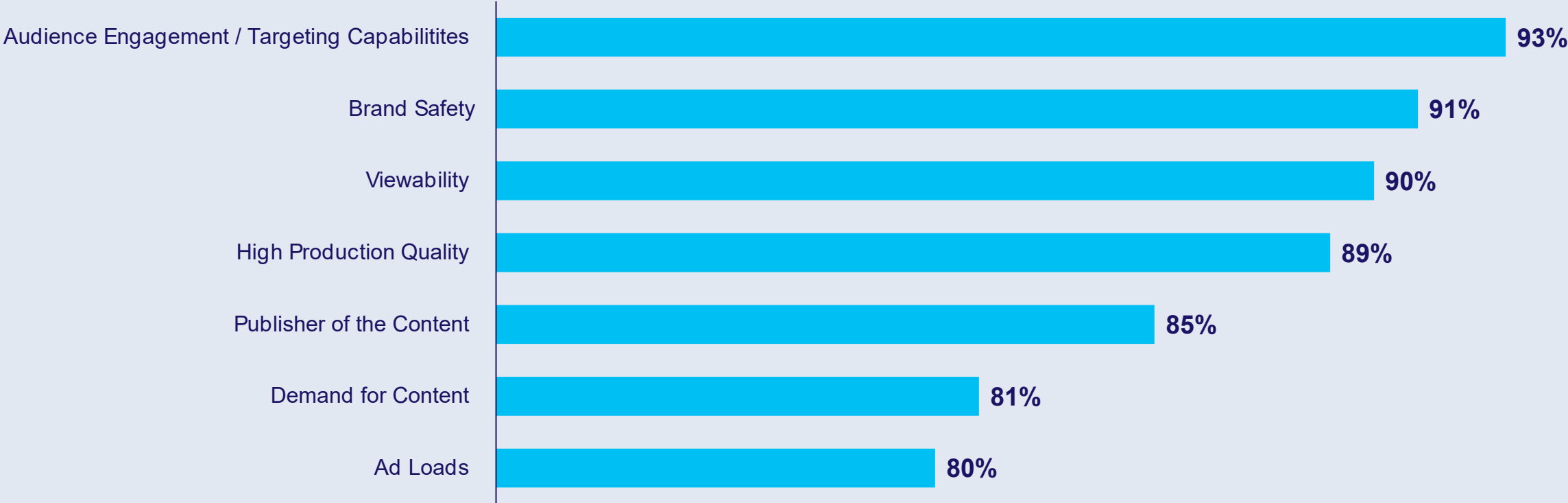
Digital ad fraud and the opaqueness of ad-tech walled gardens have come into sharp focus due to recent startling cases of [campaign violations](#) and [transparency](#) issues, necessitating a vigilant approach by marketers as they steward their buys.

As marketers face more scrutiny of budgets amidst economic challenges, asking critical questions of media partners can protect your brand and drive greater business results.

By fostering open dialogue and demanding accountability, marketers can safeguard their brand reputation and ensure the integrity and effectiveness of their campaigns.

Ad transparency through trusted, brand-safe, high-quality content seen by real people is most important to marketers' video campaigns

How important are the following factors when buying (buyers) premium video inventory?
% who responded important / very important



Source: Comcast Advertising, *What is Premium Video: Redefining what it Means to be Premium in Advertising*, November 2023.

A lack of transparency can have severe business ramifications, so it's critical for marketers to ask important questions of their media partners



**Financial
Risk**



**Brand
Reputational
& Corporate
Risk**



**Legal
Risk**

Download VAB's marketer's guide ['Hidden Costs'](#) to learn more.

Do you have full transparency on your campaign buy? An Adalytics study alleges that YouTube ad spend was allocated to audience network sites



42% - 75%

of YouTube TrueView in-stream ad spend was allocated to Google Video Partner (GVP) sites and apps which **did not meet Google's standards**

Significant quantities of TrueView skippable in-stream ads appear to have been served on **hundreds of thousands of websites and apps, including 'Made for Advertising' sites (MFA)**, in which the consumer experience did not meet Google's stated quality standards.

Many of these TrueView in-stream ads were **served muted and auto-playing as out-stream video or as obscured video players** and often there was **little to no organic video media content between ads**, the video units simply played ads only.

Source: Adalytics Research LLC, 'Did Google Mislead Advertisers About TrueView Skippable In-Stream Ads for the Past Three Years?' report, June 2023. Note: after the Adalytics report was released, YouTube changed the name of their 'in-stream ads' format to 'skippable ads' throughout Google Display and Video 360, according to a 'What's New: July 2023' Google Blog Post and reported by Adweek on 8/7/23. Download VAB marketer's guide ['Hidden Costs'](#) to learn more.

Are your ads being served in viewable, high-quality content? A lack of transparency can mean that video ads are wasted in poor environments

Examples of ads running in subpar placements



In a small corner or side of a page



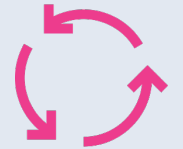
In a fully muted video player



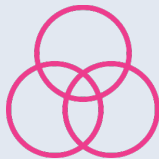
With little to no video content between consecutive ads



'Auto-plays' without any user interaction or initiation



Ad plays continuously on a loop



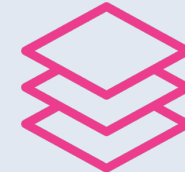
Multiple video ads playing simultaneously on the same page



The 'skip' button on a video ad is hidden or obscured



Runs out of sight while the audio plays



Ads served "stacked" on top of another ad

Download VAB's marketer's guide ['Hidden Costs'](#) to learn more.

Are your ad placements in brand safe environments? Appearing alongside misinformation can have drastic negative impact to your brand



73%

of consumers agree that they would **feel unfavorably towards brands** that have been associated with misinformation*



65%

of consumers say that they are **likely to stop buying** from a brand that advertises next to misinformation**

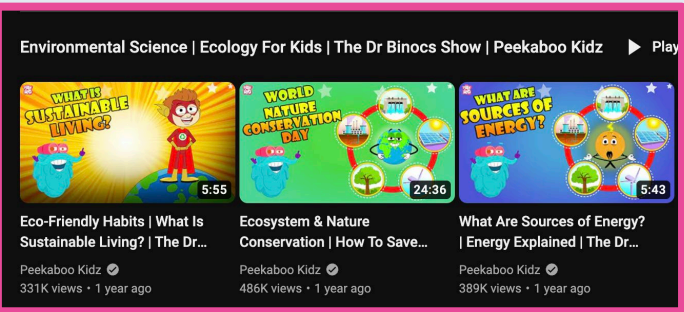
Source: Integral Ad Science, *Advertising in the Age of Misinformation*, 2022. Based on survey of 1,189 U.S. adults in July 2022. *Reflects respondents who answered 'agree' or 'strongly agree'. **Reflects respondents who answered 'likely' or 'very likely'. Download VAB's report ['The Credibility Crisis'](#) to learn more.

Is your campaign targeting the right audience? A VAB campaign buy not intended for kids saw placements on ‘Made for Kid’s’ YouTube channels

The VAB created a YouTube channel with neutral, brand safe content and executed a campaign to conduct our experiment

In our analysis of the ‘Campaign Placement Report’ more than 25 placements to “Made for Kid’s” channels were observed in campaign designed not to reach kids

5 examples of placements on “Made for Kid’s” channels being served behaviorally targeted ads



One of the channels included is “Peekaboo Kidz”, which describes itself as “Specially designed for kids as they explore the World of Kids Educational Videos”

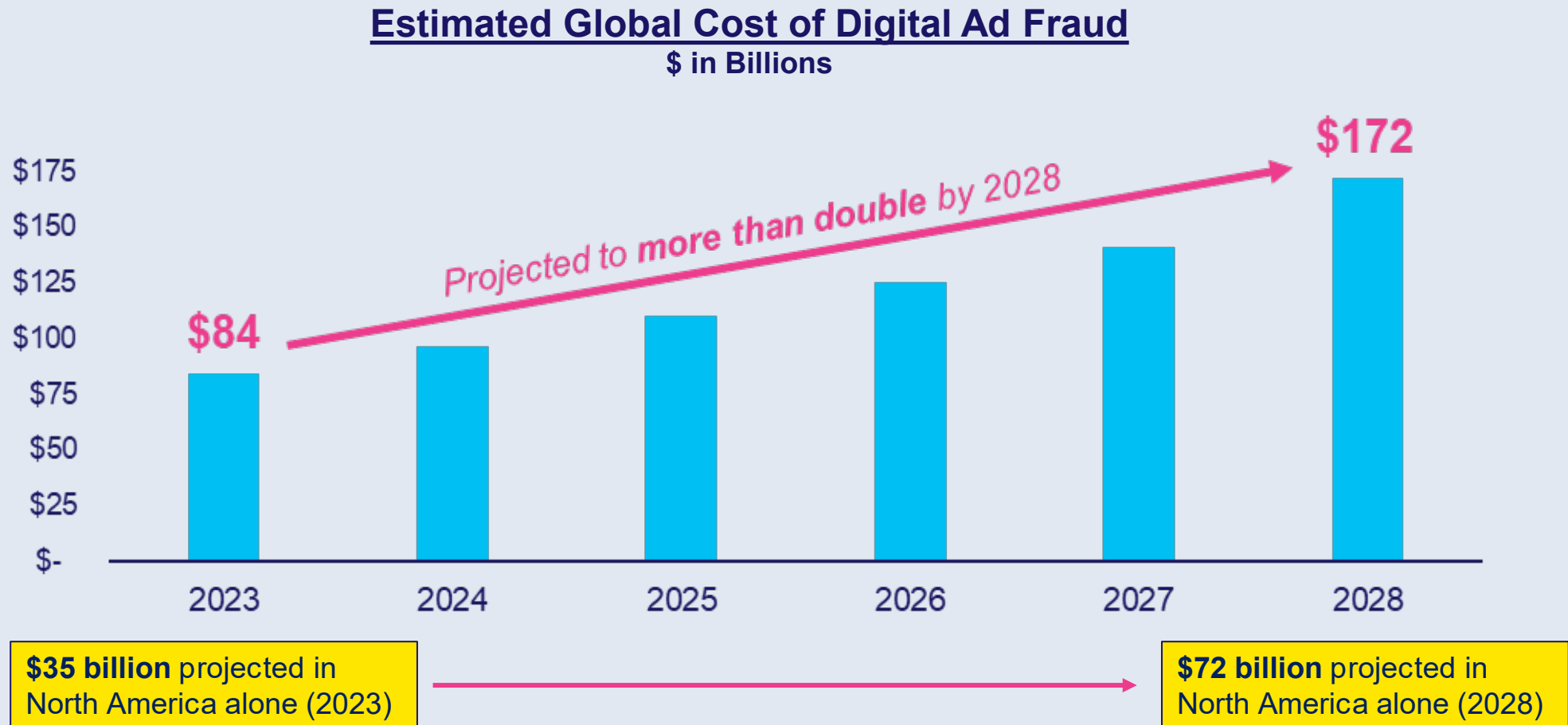
- Link
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<input type="checkbox"/> Placement	Type	Ad group	↓ Views	Avg. CPV	Impr.	View rate
<input type="checkbox"/> Miraculous Ladybug	YouTube channel	VAB Test Campaign #1	3	\$0.008	3	100.00%
<input type="checkbox"/> Peekaboo Kidz	YouTube channel	VAB Test Campaign #1	1	\$0.014	1	100.00%
<input type="checkbox"/> LUCCAS NETO - LUCCAS TOON	YouTube channel	VAB Test Campaign #1	1	\$0.008	1	100.00%
<input type="checkbox"/> SWIRL	YouTube channel	VAB Test Campaign #1	1	\$0.005	1	100.00%
<input type="checkbox"/> Hudson's Playground	YouTube channel	VAB Test Campaign #1	1	\$0.009	1	100.00%

*763 total campaign placements

Download [VAB Investigation: Did YouTube allow for targeted campaigns to be served on 'Made for Kids' channels?](#) to learn more.

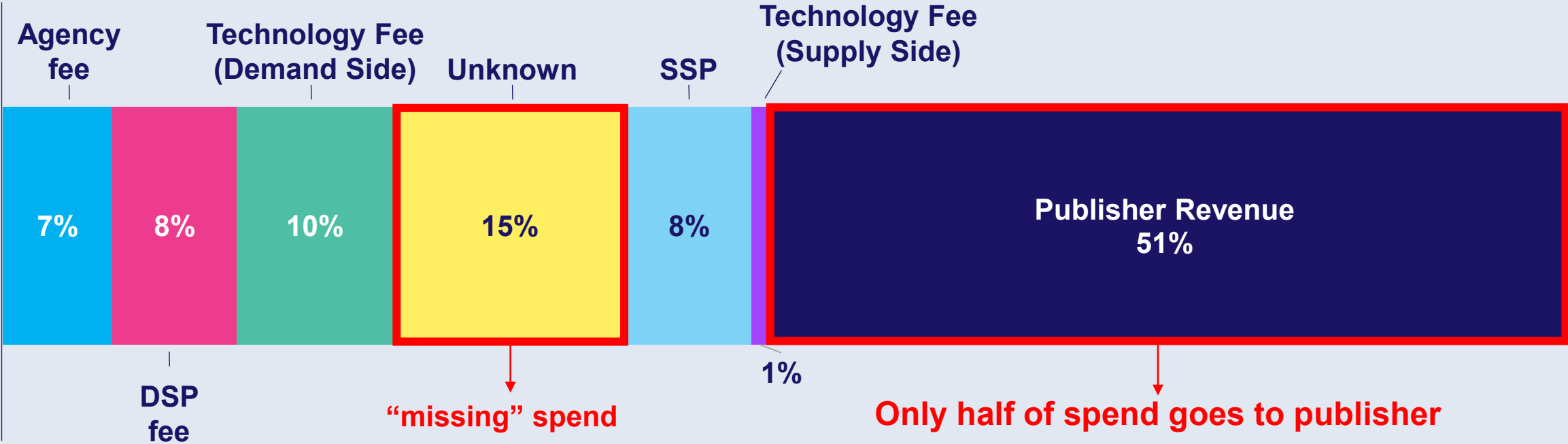
How do your media partners protect your campaigns against fraud? As spend in digital grows so too does the level of ad fraud



Source: Juniper Research, Quantifying the Cost of Ad Fraud: 2023-2028, 9/26/2023. Download VAB's ['What is Digital Ad Fraud?'](#) to learn more.

Do you understand where all your digital ad dollars are going? Fraud often goes undetected due to complexities of the digital video supply chain

Digital Supply Chain Advertising Investment Allocation

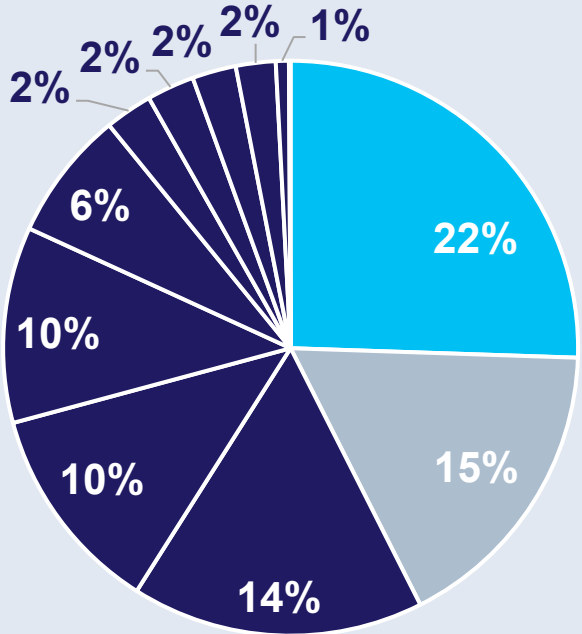


Source: ISBA, May 2020 via Augustine Fou in Forbes, *In Digital, 'Wanamaker's 50%' Is Known. It's Also Worse Than That*, 12/19/20. Download VAB's ['What is the Digital Video Supply Chain?'](#) to learn more.

Do you know what your ad dollars are truly funding? Many long-tail websites originate outside the U.S., increasing risks from foreign criminals



% of spend by developer 'country of origin' for sub-set of TrueView ad budget that was allocated to Google Video Partner (GVP) network Android mobile apps



Country of Origin	%
USA	22.3%
Unknown	14.8%
China	14.3%
Singapore	10.3%
Cyprus	9.6%
Malta	6.4%
Germany	2.3%
Turkey	2.3%
UK	2.2%
Israel	2.0%
Denmark	0.6%
Russia	0.1%

Source: Adalytics Research LLC, 'Did Google Mislead Advertisers About TrueView Skippable In-Stream Ads for the Past Three Years?' report, June 2023. Download VAB's marketer's guide ['Hidden Costs'](#) to learn more.

How is your brands', and your media partners', data being handled?

Platforms and brands have incurred hefty fines due to data misuse

Instagram

\$402MM

in EU for allegedly mishandling children's data

TikTok

\$367MM

fine by Irish Data Protection Commission for allegedly mishandling children's data

Google

\$155MM

in settlements over location tracking

Twitter

\$150MM

fine for allegedly breaking privacy promises

Amazon

\$25MM

to settle charges that Amazon had violated COPPA

Microsoft

\$20MM

for collecting and retaining personal information from children

British Airways

£20MM

over breached data, some of which was shared with Google and Facebook

TikTok

\$16MM

UK fine for misusing children's data

BetterHelp

\$8MM

to online therapy users for alleged data misuse, including sharing metadata with Facebook and Google

GoodRx

\$2MM

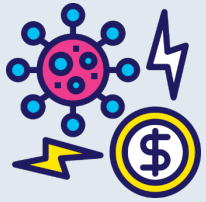
for sharing user's health data with Google and Facebook

■ Fines Related to Mishandling of Children's Data ■ Fines Related to Data Leaks / Breaches

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Do you have full transparency with your measurement and verification providers? Take control of your campaigns through modern solutions

Verified 3rd Party Measurement Enables Marketers to...



Know where your viewership data is coming from



Ask for table-stakes cross-platform viewership metrics to be included in your reporting



Leverage advancements in viewership data collection to drive customer targeting, acquisition and engagement.



Prioritize the future. Take steps now to set yourself up for measurement success

Download VAB's ['What's the Deal with Viewership Data Collection?'](#) to learn more.

Are you being compensated for placements that do not meet your media partners' own standards? Google provided repayments for low-quality ads

AdAge

GOOGLE REPAYS ADVERTISERS AFTER REPORT OF LOW-QUALITY ADS

Some ad agencies report receiving credits for video ads that ran in places and formats they did not expect

8/14/2023



Google Doles Out Refunds After Adalytics Drama

8/15/2023



Google is refunding clients burned by improper video ad placements

8/15/2023

Download VAB's marketer's guide ['Hidden Costs'](#) to learn more.

As marketers look to gain more insight into their campaigns, remember these tips

- ▶ **Know.** Get real, verified answers on the actual placements of your ads to gain a true understanding of their reach and impact.
- ▶ **Insist.** Get a comprehensive understanding of your media partners' practices to ensure the integrity and effectiveness of your campaigns.
- ▶ **Protect.** Implement robust measures to safeguard your brand's reputation and advertising investments from the risks of a lack of transparency, digital ad fraud and potential data misuses.

When executing their campaigns, marketers need to uphold audience trust, keep media partners accountable and demand full transparency



Quality of Environment

Uphold Audience Trust and Standards:

- The ad experience should be premium like the content around it – with quality audio and video and relevant creative.
- Partners should use programmatic tools that are built for premium transactions vs. legacy display, ensuring transactions are rooted in trust, and delivery isn't compromised.
- Ad quantity should be in line with content length, with minimal disruption, low latency, proportional ad breaks, and carefully crafted ad loads.



Brand Safety

Hold Partners Accountable:

- Partners should meet brand requirements, uphold category exclusivity, and maintain competitive separation.
- Partners should ensure no placements with objectionable content – or objectionable audiences.
- Legitimate verification processes should be in place to understand what is being bought and sold.



Transparency & Legitimacy

Know What You Are Buying:

- Creative should run where it is planned to, in the right context.
- Buyers & sellers should agree on the kind of impressions purchased – ads should run adjacent to or within the right content and be viewed by real people. They should not run on MFA sites or be delivered to bots.
- Ads should be viewable, not out-streamed, muted, auto-played, or hidden. Non-viewable impressions should be removed from reporting.

To learn more, [click here to download the FreeWheel Council for Premium Video's & VAB's 'Buying Premium Video: A Definitive Checklist'](#)

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We believe in modern TV measurement.

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to get clear answers to questions our industry is
asking about TV measurement.



Hidden Costs

Three Critical Business
Ramifications of Digital Ad Fraud



VAB Investigation

Did YouTube allow for targeted
campaigns to be served on
'Made for Kids' channels?



What is Digital Ad Fraud?

A Look Into Critical Issues
Impacting Marketers Today



What is The Digital Video Supply Chain

Understanding the path of digital ad investments



The Credibility Crisis

How people find trusted news amidst
a wave of misinformation



What's the Deal with Viewership Data Collection?

**VAB Members, brand marketers and agencies get free and immediate
access to VAB's content library. Get access at [theVAB.com](https://thevab.com)**

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

