

# Vibrant Brand Safety

## Brands trust Vibrant to keep their campaigns and content safe

Whilst there are many good practise principles in place, such as The Digital Trading Standards Group (DTSG) guidelines, it is the responsibility of online advertisers to ensure that such practices are followed. At Vibrant we believe that brand safety is core to the success of our business, and understand the importance of delivering your campaigns in a safe environment.

### SAFESERVE TM

Working hand in hand with SafeServe, Vibrant is able to go above and beyond what is required in order to keep your brand safe

- ✓ We only work with premium publishers
- ✓ We run a global blacklist that contains negative words, which prevent ads displaying where those words appear
- ✓ We have vertical specific blacklists
- ✓ For more information on publisher guidelines [click here](#)
- ✓ We can create exclusion lists on an individual campaign level

### DTSG Certified

The Digital Trading Standards Group (DTSG) have developed a set of industry wide principles aimed at minimising the risk of ad misplacement.

Vibrant are certified as complying with these principles, once more ensuring that all campaigns are adhering to the diligence required in achieving brand safety.

We also have a well-established relationship with the IAB and are known to fully support any guidelines that this governing body outlines.

Taking a strong stance on industry requirements is what further warrants the renowned trust in Vibrant, and allows us to deliver safe, high-quality advertising campaigns.

For more information on the DTSG principles please [click here](#)



## **VIEWABILITY**

Whilst there are established industry guidelines from the likes of the Media Ratings Council and Internet Advertising Bureau, who specify that at least 50 per cent of an ad must be viewable for a minimum of one second, Companies such as Group M are taking a much tougher approach on the subject of viewability, stating that 100 per cent of an ad must be viewable.

At Vibrant we take pride in the fact that we comply to the staunch guidelines outlined by Group M, with our native ad units being verified by media ratings council-accredited, and ABC Certified, analytics company MOAT.

An ad impression needs to leave an impression, which is why Vibrant ads are integrated natively within online content rather than around it, and also require a user interaction such as a click to initiate an ad. This attention to detail ensures that our campaigns reach outstanding levels of viewability, and all whilst working within a brand safe environment.

## **Take-down policy**

Vibrant will make commercially reasonable efforts to correct any ads that are in violation of the Editorial Adjacency Guidelines outlined by the IAB, within 24 hours.