



**614**  
GROUP

**2020 TAG FRAUD  
BENCHMARK REPORT:  
SNAPSHOT GERMANY**



The Trustworthy Accountability Group (TAG) is a global industry non-profit organization, representing more than 650 member companies across 33 countries, focused on combating criminal activity in digital advertising campaigns. TAG's Certified Against Fraud program identifies companies that meet our rigorous standards of identifying fraudulent, non-human traffic and removing it from inventory that is purchased or sold.

In conjunction with The 614 Group, TAG issues an annual Fraud Benchmark Report to measure the effectiveness of working with TAG Certified partners in fighting fraud. Past research demonstrates that such actions remove up to 94% of fraud versus industry averages.

As part of our ongoing research, The 614 Group has analyzed over 15.3 billion impressions in the German marketplace during the first half of 2020, of which 2.4 billion flowed through TAG Certified Channels. From the period 1 July 2019 to 30 June

2020 we examined 23.4 billion impressions in order to create the TAG Certified Against Fraud benchmark. For additional context, we then compared the TAG Benchmark to Germany data that MRC-accredited vendor DoubleVerify shared with TAG and The 614 Group in reference to the German market.”<sup>1</sup>

The data tells a story of continuous improvement in reducing the overall IVT rate in campaigns that run through TAG Certified Channels, and of media agencies getting closer to meeting their advertising clients' demand for little to no fraud within their campaigns. Looking at the data from multiple angles we see that TAG Certified Channels offer well lit environments for clients in Germany.

<sup>1</sup> For additional information on Invalid Traffic (IVT) beyond the incremental data provided by DoubleVerify to TAG/614 Group covering the period from July 2019-June 2020 Please see the report.  
<https://doubleverify.com/spotlight->

## Key Quantitative Findings:

### TAG Certified Channels have just 0.35% IVT in the German Market

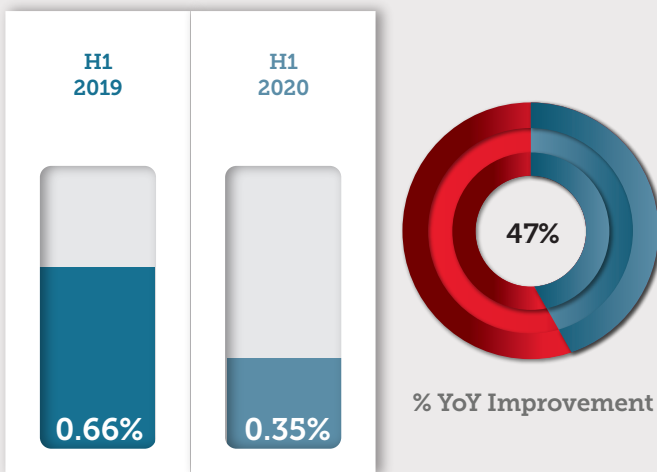
The total IVT rate across all media -- desktop, mobile and video -- in TAG Certified Channels in Germany is just 0.35%, a 47% improvement over last year's rate of 0.66%. (Comparison period H1 2019 v H1 2020)

### TAG Certified Channels have 88% Lower IVT than the DoubleVerify

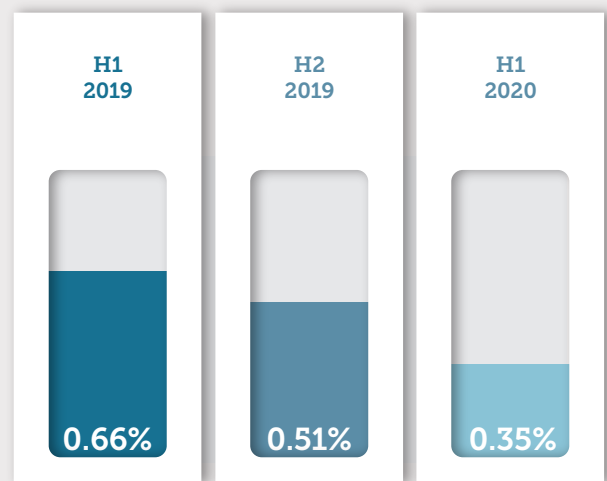
The IVT rate measured in campaigns that flowed through data reported by TAG Certified Channels was 88% lower than the IVT the rate measured by data reported by DoubleVerify for Germany, which is 2.09% for the same time period.

Looking at this data in more detail:

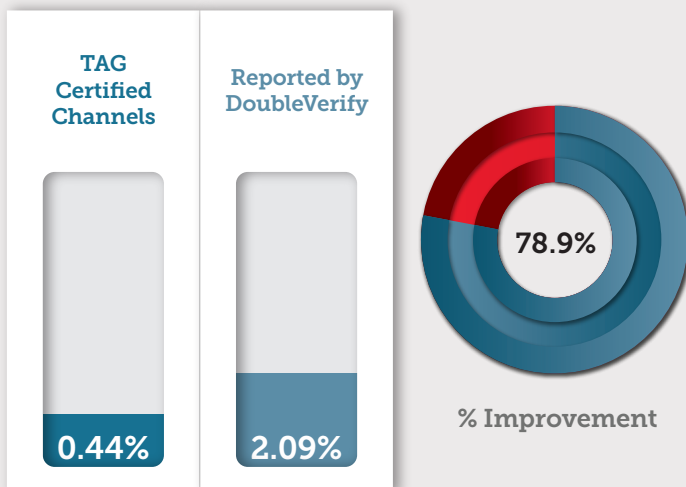
TAG Certified Channels IVT Rate Across All Inventory YoY:



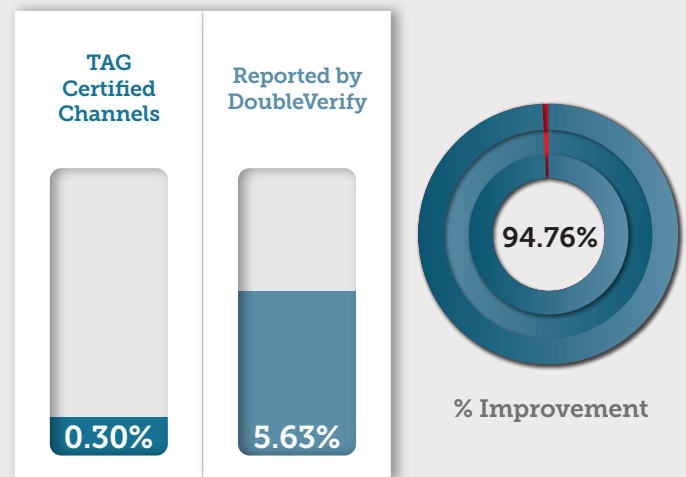
TAG Certified Channels IVT Rate Over Time:



TAG Certified Channel vs. Industry Benchmark H2 2019 - H1 2020:



Spotlight on Sophisticated Invalid Traffic -- SIVT Rates in Desktop Video H2 2019 - H1 2020



## Expanded Quantitative Results: H1 2020

		TAG Certified Impression Total	IVT Rate TAG Certified Channels <sup>2</sup>
Display	Desktop	295,076,557	0.83%
	In-App	559,579,598	0.15%
	Mobile Web	365,385,288	0.50%
	<b>Combined</b>	<b>1,220,041,443</b>	<b>0.42%</b>
Video	Desktop	85,767,327	0.79%
	In-App	1,045,698,548	0.20%
	Mobile Web	61,177,512	1.11%
	<b>Combined</b>	<b>1,192,643,387</b>	<b>0.29%</b>

### Quantitative Data Analysis and Commentary

The data tells the story of success in combating IVT as well as continuous improvement, including a 47% improvement in TAG Certified Channels over 2019, as well as 88% improvement over similar industry benchmarks. We highlighted the rate of SIVT in desktop video reported by DoubleVerify (5.63%) to demonstrate the inherent risk in not-being TAG certified. The rate of IVT in desktop video that flowed through TAG Channels was just 0.30%.

### Qualitative Analysis and Related Commentary

- In our discussions with media executives we asked about the level of IVT that advertisers find acceptable. In 2019, there was zero tolerance. Expectations haven't changed over the past 12 months. As one Manager of Ad Technology at a leading media holding company stated, "In Germany we are still at zero tolerance regarding IVT."
- Interviewees were asked if the global pandemic led to incremental IVT in 2020, and if so, how did it affect IVT practices (or threats). We heard the following: "We do not see that brand protection had to be reinvented due to COVID-19 but we surely had to change bits of pieces of our general measurements. The number of negative related editorial content has increased by COVID-19. For example there are new keywords, which have to be added to the negative keyword lists." Another noted that discussions of IVT and fraud in general took

a secondary priority to securing revenue during the COVID-19 pandemic.

- Publishers are unwilling to accept pre-bid blocking or filters for IVT as they believe their sites are largely free of IVT.

### Conclusion

TAG Certified Channels delivered an extremely low rate (0.35%) of IVT fraud across desktop, mobile and video inventory, an impressive benchmark that demonstrates the industry can take steps to materially lower the rate of IVT in campaigns.

Interestingly, German publishers believe they don't have an IVT issue on their sites still, which is a reason why they are unwilling to allow pre-bid blocking and filtering. However, as the DoubleVerify research and benchmark shows, entities, including publishers, that don't follow TAG's guidelines but still use filtration have an IVT rate of 2.09%, and in some cases, as in desktop video, the IVT rate is much higher. Meanwhile, advertisers insist that no amount of IVT is acceptable. For this reason we believe that German publishers and the market in general still need more education on the realities of IVT rates and the benefits of accepting existing best practices, which includes adoption of TAG as well as filtering for IVT with certified vendors. Once all entities within the ecosystem adopt these best practices, the IVT rate will be more in line with advertiser expectations.

<sup>2</sup> Combined SIVT/TIVT fraud rates.

## About The Data Collection and Reporting

The 614 Group collects campaign data from our contributors on an ongoing basis. In 2019, we released the TAG Benchmark Snapshot: Germany, which was an analysis of campaign data collected from 1 January 2019 to 30 June 2020. In order to present consistent data showing a year-over-year comparison, we used campaign data from 1 January 2020 to 30 June 2020 when calculating the 2020 benchmark for Germany.

Additionally, in order to ensure a consistent comparison of the TAG benchmark to the DoubleVerify data, we needed to use campaign data from similar timeframes. Because the DoubleVerify data represents campaigns that ran from 1 July 2019 to 30 June 2020, we used data from the same period.

<b>2020 TAG Snapshot Germany Study Schedule Reporting Dates</b>	<b>1 January - 30 June 2020</b>
<b>TAG Benchmark vs. DoubleVerify Benchmark Study Reporting Schedule</b>	<b>1 July, 2019 - June 30, 2020</b>

## About This Report

Throughout 2019 and H1 2020, The 614 Group, on behalf of TAG, pulled data from the ongoing and annual TAG European Research Report to measure the impact of TAG Certification in reducing fraud in actual campaigns, and to assess the industry's perception of both TAG and the fight against fraud in the German market. This snapshot focused on discovering rates of both general invalid traffic (GIVT) and sophisticated invalid (SIVT).

<b>Report Parameters</b>	
<b>Inventory Type</b>	<b>Display &amp; Video:</b> <ul style="list-style-type: none"><li>• Desktop</li><li>• In-App</li><li>• Mobile Web</li><li>• OTT/CTV</li></ul>
<b>Types of Fraud Examined</b>	<ul style="list-style-type: none"><li>• GITV</li><li>• SIVT</li></ul>
<b>Volume of Impressions Examined</b>	<ul style="list-style-type: none"><li>• TAG Certified: 5.6 billion</li><li>• Non-Certified: 17.9 billion</li></ul>
<b>Data Contributors</b>	<ul style="list-style-type: none"><li>• GroupM</li><li>• Publicis</li><li>• Omnicom</li></ul>



### About the Trustworthy Accountability Group

The Trustworthy Accountability Group (TAG) is a first-of-its-kind cross-industry accountability program to create transparency in the business relationships and transactions that undergird the digital ad industry, while continuing to enable innovation. A joint marketing-media industry program, TAG was created with a focus on four core areas: eliminating fraudulent digital advertising traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency.



### About The 614 Group

The 614 Group is a results-driven digital advertising infrastructure consultancy, providing strategic and tactical services to our clients. With unparalleled experience, a global network and talent the firm generates the ideal blend of visionary and executional support services which can be completely customized to each client's capabilities and goals. Through our original content, live events, and research, we empower the industry-at-large, with cutting-edge education and resources. Based in the US the firm works more than 40 consultants across three top global markets.

