5 Ways Technology Can Create a Brand Safe Environment for Advertisers

How can advertisers ensure their ads are seen positively "in the wild" and not found somewhere that comprises their brand integrity, privacy, even safety?
We cover 5 of the most common problems.

Bidtellect®

1

Is Native Advertising Brand Safe?

Is Pre-Bid Blocking Possible?

Yes, you run IAS pre-bid blocking tags on Native Ads.

Pre-Bid Blocking: Native and IAS

Through an integration with IAS, Bidtellect clients can now use IAS brand safety pre-bid segments as a verified alternative to standard blocking tags.

Integral Ad Science's pre-bid targeting across exchanges works through special segments that may be targeted for: viewability, suspicious activity, brand safety, anti-fraud and content categories. Pre-bid segments are based on individual page URLs or app bundles that IAS has determined fit certain criteria.

2

The Social Media and User-Generated Content Conundrum

User-generated content can never be predicted nor managed to the same degree that content on the open web can be.

Ditch social media and advertise on the open web. A brand-safe, performance-based programmatic platform that can ensure your content and ads are in safe environments by blocking specific sites, topics, sentiments and more.

Context has never been more important.

IAS integration: Bidtellect is integrated with leading brand safety solution Integral Ad Science to prevent ads from serving alongside undesirable publisher content. Accomplished by page level contextual data, allow/block domains, user sentiment and keyword targeting. Safety signals are updated once per day.

Social media is the least trusted media source

42%

of users distrust ads on social[1]

3

Highly Regulated Industries:
Financial Services, Pharmaceutical & Cannabis

In industries with strict information-inclusion requirements and privacy restrictions, programmatic technology can offer solutions.

Pharmaceutical:
Native ISI units include necessary information and are more pleasing to the eye. Format and placement lend credibility and act as a bridge to a relatable brand or patient story.

Financial Services:
FTC has regulations and restrictions around targeting and information usage. Using context to place near relevant content reaches interested consumers faster without privacy compromise.

Cannabis:
State by state differences in legality, misconceptions coupled with shifting demographics and reputation. Reach the right demographics with educational content for success.

Context-driven targeting, optimization, and proprietary audiences offer the safest, privacy-forward approach and highest performance, along with block/allow lists, sentiment, and keyword targeting.

4

Are PMPs a Solution to Brand Safety?

Unless the deal being set up provides you a unique buying advantage (first look, lower clear rates, bid priority, etc) or access to unique inventory, PMPs limit scale and negatively impact performance because of inflated costs. Typically there is nothing unique about impressions available in a PMP deal.

Bidtellect's algorithms, bid factoring, targeting, and optimization capabilities do a better job of this as they are set to achieve a brand's exact goals.

72% of consumers agree: sentiment of content impacts feelings toward brand's advertising on the page[2]

74% of consumers like to see ads that match the content they are viewing[2]

5

Blocking News Sites:
COVID-19 and Social Movements
of the Summer

For fear of appearing near "negative" news, advertisers avoided serving on news sites or blocked "coronavirus" keywords completely. Many advertisers also paused campaigns all together for weeks in June during the social justice movements. That was a mistake.

82% actively sought out coronavirus news and content online[2]

87% reported consuming more news in general[2]

98% of sell-side respondents felt a decrease in revenue in 2020[3]

Take advantage of brand safety measures in programmatic technology:

Targeting by sentiment

Blocking by sentiment (more important and effective than wholesale blocking)

Optimize creative: thoughtful headlines, calming images, and optimizing to best-performing assets.

[1] Edelman Trust Barometer indicates the distrust of media is fueled by social platforms
[2] IAS Insider "Managing digital advertising during COVID-19"
[3] IAB "Coronavirus Ad Revenue Impact: Sell-Side"