

Pocketmath

Pre-bid Targeting

Buyer user guide



Overview

IAS strives to streamline workflow and improve performance by increasing the ease-of-use of our segments within the Pocketmath UI.

Use this guide to ensure that you're achieving the best results, and tag campaigns for reporting with the added value CM pixel.

Who is Pocketmath?






Pocketmath is the world's largest self-serve mobile advertising platform and one of IAS's valued DSP partners

- Over 10 years of experience in Mobile Programmatic activation
 - Operates on a fully transparent pricing and reporting model and includes real-time consolidated reporting, planning, and optimisation features
 - Access to 17 exchanges with global traffic
 - Also operates as a data marketplace that creates audience network for premium apps



IAS Pre-bid Targeting

Available IAS pre-bid segments within Pocketmath

	Mobile Web		Mobile App	
	Display	Video	Display	Video
 Brand safety protection	✓	✓	✓	✓
 Ad fraud prevention	✓	✓	✓	✓
 Viewability targeting	✓	-	✓	-

*Available Viewability segments (performance matching) are based on MRC standard

Pre-bid targeting instructions within Pocketmath

Viewability and Brand Safety powered by Integral Ad Science

Viewability >0% >40% >50% >60% >70%

Brand Safety ☐ **Avoid apps and webpages which IAS has not rated or cannot rate**
(eg. new apps, private/blind apps, apps without or limited descriptions, etc.)

Tolerance Level High Medium Low

Adult Content High

Alcohol Content Medium

Drug Content Medium

Gambling Content Low

Hate Speech High

Illegal Content High

Offensive Language High

Violence Content High

Additional Ad Fraud Protection None Medium Low

☐ **Avoid Apps which IAS has not rated for invalid traffic**

Cost + \$0.18 CPM (for Display Ads)
+ \$0.16 CPM (for video Ads)

This is the additional CPM fee for using Integral Ad Science Viewability and Brand Safety solution.

1 Target 40% viewability or higher for display campaigns only. Viewability targeting is not available for Video campaigns.

2 Avoid HIGH risk adult content apps and site
Do not filter alcohol content app and sites
Do not filter drug content app and sites
Avoid HIGH and MODERATE risk gambling content apps
Avoid HIGH and MODERATE risk apps and site with hate speech
Avoid HIGH and MODERATE risk illegal content apps and site
Avoid HIGH and MODERATE apps and site with offensive language
Avoid HIGH and MODERATE risk violence content apps and site

3 Avoid HIGH risk invalid traffic content apps

BRAND SAFETY

- 1 Go to 'Dashboard' and create or edit an 'Ad Set', then scroll to 'Viewability and Brand Safety' section
- 2 Select your risk threshold across each of the 8 x brand safety categories from High, Moderate, Low risk, depending on if you would like to avoid only 'High risk' rated content or 'High AND Moderate risk' rated content
- 3 There is also the option to exclude apps and web pages which IAS has not rated or cannot rate (e.g. new apps, private/blind apps, apps without or limited descriptions etc)

Pre-bid targeting instructions within Pocketmath

Viewability and Brand Safety powered by Integral Ad Science

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Hate Speech Avoid HIGH and MODERATE risk apps and site with hate speech

Illegal Content Avoid HIGH and MODERATE risk illegal content apps and site

Offensive Language Avoid HIGH and MODERATE apps and site with offensive language

Violence Content Avoid HIGH and MODERATE risk violence content apps and site

Additional Ad Fraud Protection None Medium Low

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VIEWABILITY

- 1 Go to 'Dashboard' and create or edit an 'Ad Set', then scroll to 'Viewability and Brand Safety' section
- 2 Select the viewability threshold you would like to target, e.g. 40% which will only target 40% viewability or higher

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Pre-bid targeting instructions within Pocketmath

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AD FRAUD

- 1 Go to 'Dashboard' and create or edit an 'Ad Set', then scroll to 'Viewability and Brand Safety' section
- 2 Select your ad fraud/invalid traffic risk threshold, e.g. 'Medium' which will avoid high risk rated invalid traffic content apps
- 3 There is also the option to exclude apps which IAS has not rated for invalid traffic

Segment details

Brand safety: prevention overview

BRAND SAFETY SETTINGS

- 1 **Exclude high risk content** to prevent campaigns from running on sites defined as high risk
- 2 **Exclude high and moderate risk** to prevent campaigns from running on sites defined as high risk or moderate risk

CATEGORIES



RISK-LEVEL DEFINITION



High Risk: IAS models score a page and determine the risk level by how strongly the page rates, items deemed as high-risk are placed in this bucket.



Moderate Risk: IAS models score a page and determine the risk level by how strongly the page rates, items deemed as moderate risk are placed in this bucket.

Brand safety: risk thresholds with examples

High risk: Graphic content, nudity, vulgar language, profanity, swear words, violent gaming content, violent news content, terrorism, hate group content, gambling or betting games, sites distributing illegally obtained content, sites featuring hard drugs or cannabis, content that includes racial slurs, and more.

Moderate risk: Fake news, articles that feature cocktail recipes, articles that discuss violent acts in sports, content that alludes to swear words, articles about ballot initiatives to legalize marijuana, articles that talk about where users can download free movies, articles discussing racial slurs, lottery webpages, partial nudity, swimwear content, and more.

We recommend starting with high risk and then layering on moderate risk to avoid scale issues unless this conflicts with your firewall strategy.

Brand safety: categories with descriptions

Adult: Content containing adult or child pornography, as well as content that contains nudity, sex, use of sexual language, sexual references, sexual images, sexual themes, or is sexually suggestive.

Alcohol: Content that contains information relating to alcohol, recipes for mixing drinks, and reviews for bars and pubs. Content that represents the irresponsible treatment of alcohol, including the illegal sale of alcohol to minors.

Gambling - (mobile in-app only) Apps that facilitate gambling and betting actual funds from users on sporting events or games of chance.

Hate speech - Content that represents or discusses hate or hate speech. Hate speech consists of hostility, aggression towards, denigration, or unequal treatment of groups or individuals on the basis of race, religion, gender, nationality, ethnic origin, sexual orientation, or other involuntary characteristics.

Illegal downloads & copyright infringement - Content that allows for illegal downloading of copyrighted content (movies, music, games, software, etc.), including illegal links to copyrighted content and repositories of pirated content.

Illegal drugs - Content that covers illegal substances such as heroin, cocaine, etc., as well as content that describes the illegal buying, selling or trade of prescription drugs.

Offensive language and controversial content - Content that includes offensive terms, including profanity, insults, swear words, vulgar terms, obscenities or religious blasphemy. Additionally, content that includes crude humor or rude gestures with a graphic level of imagery or shock intent. Content that deliberately portrays inaccurate content as news.

Violence - Content that represents or discusses violence, including violent crimes. Some violent topics covered are murder, rape, domestic violence, psychological abuse, robberies, executions, war settings, acts of terrorism, death or injury, disaster scenes, animal abuse, and combat sports. Also includes content that enables the purchase, sale or trade of arms and ammunition.

Pre-bid ad fraud: protection overview

FRAUD SETTINGS

- 1 Exclude High Risk Ad Fraud** This removes the majority of fraudulent traffic from your campaign, but allows you to scale more easily.
- 2 Exclude High and Moderate Risk Ad Fraud** This acts as an additionally layer of protection against fraudulent bot traffic and applies a more stringent methodology.

RISK-LEVEL DEFINITION



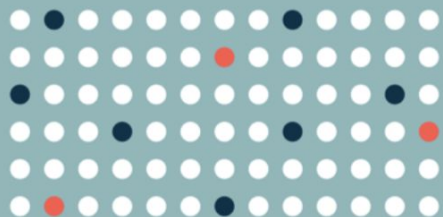
High Risk: Represents 30%+ bot traffic. Meaning that approximately 70% of your campaign would be fraud-free.



Moderate Risk: Represents 10%+ bot traffic. Meaning that approximately 90% of your campaign would be fraud-free.

IAS recommends starting with High Risk and then applying High and Moderate Risk to prevent any scale issues

Ad fraud: multiple detection methodologies for maximum protection



Behavioral and network analysis

- Differentiate human from bot behavior
- Process vast amounts of data



Browser and device analysis

- Validate that browser viewing ad is a real, human web browser like Chrome or Mobile Safari
- Validate that device viewing ad is actually an iPhone or Windows 10 computer



Targeted reconnaissance and malware analysis

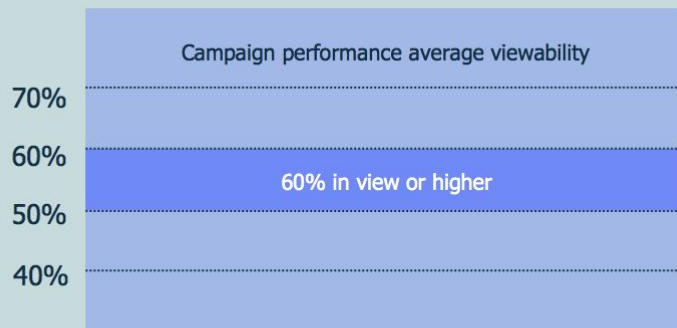
- Dissection of malware and infiltration of hacker communities


Viewability: targeting overview

PERFORMANCE MATCHING

This is the easiest viewability targeting method to use. The percentage you choose will be your average viewability rate across your campaign.

- 70% in view or higher
- 60% in view or higher
- 50% in view or higher
- 40% in view or higher





Reporting Instructions: CM Pixel

Reporting implementation using IAS CM pixel - Rich Media Tag

STEPS

- 1 For self service buyers, contact your IAS rep for a Campaign Monitoring (CM) tag. Alternatively, managed service clients can access reporting options via their Pocketmath rep
- 2 Append IAS provided tag at the bottom of your rich media tag in the 'Content' section on the 'Creatives' page
- 3 For self service buyers, an automatic notification will be sent to your specified email addresses with IAS UI login details. Managed service clients should reach out to their Pocketmath rep for reporting

The screenshot shows the IAS UI 'Creatives' page. The left sidebar contains navigation links: Advertisers, Dashboard, Insights, CREATE (Creatives), TARGET (Audiences, Explore, Lists, Rules), and SUPPORT (Reports). The main content area is for creating a creative. Fields include: Creative Name* (Pocketmath | Rich Media Tag MRAID 2.0 Example), Labels (Select or create labels...), Type* (MRAID-2), and Creative Size* (300x250 Smartphone square banner). There is a checkbox for 'This creative is a rotating ad'. Below these are sections for 'PREVIEW IMAGE' and 'CONTENT'. The 'CONTENT' section contains a code editor with the following HTML code:

```
<ins class="dcmads" style="display:inline-block;width:300px;height:250px" data-dcm-placement="N3237.13411434POCKETMATH/B2122138.220433322" data-dcm-rendering-mode="script" data-dcm-https-only data-dcm-click-tracker="{click_url}" data-dcm-resettable-device-id="" data-dcm-app-id="">
<script src="https://www.googletagservices.com/dcm/dcmads.js"></script>
</ins>
<script type="text/javascript" src="http://pixel.adsafeprotected.com/load?anid=XXXXXX&advId=[ADVERTISER ID]&campId=[CAMPAIGN ID]&pubId=[PUBLISHER ID]&chanId=[CHANNEL ID]&placementId=[PLACEMENT ID]&adsafe_par&bidurl={bidURL_macro}&bidPr={WinnineBidPrice_macro}&uid=
```

The last line of code is highlighted with a red box.

Reporting implementation using IAS CM pixel - **Banner Creative**

STEPS

- 1 For self service buyers, contact your IAS rep for a Campaign Monitoring (CM) tag. Alternatively, managed service clients can access reporting options via their Pocketmath rep
- 2 Insert IAS provided js tag URL portion into the 'Impression Tracking URL' section on 'Creative' page
- 3 For self service buyers, an automatic notification will be sent to your specified email addresses with IAS UI login details. Managed service clients should reach out to their Pocketmath rep for reporting

The screenshot displays the IAS Creative Management interface. On the left is a dark sidebar with navigation options: Advertisers, Dashboard, Insights, CREATE (with 'Creatives' selected), TARGET (with Audiences, Explore, Lists, Rules, Reports), and SUPPORT. The main content area is titled 'PRIMARY' and contains the following fields:

- Creative Name***: Pocketmath | Static Banner Example
- Labels**: Select or create labels...
- Type***: Banner
- ☐ Upload multiple creatives
- Creative Size***: 300x250 Smartphone square banner

Below these are expandable sections: IMAGE, LANDING DETAILS, and TRACKERS. The TRACKERS section is expanded, showing:

- Impression Trackers**: Includes a button 'Add An Impression Pixel' and an information icon.
- URL**: A text input field containing the URL `http://pixel.adsafeprotected.com/?anId=XXXXXX&advid=[ADVER]`, which is highlighted with a red rectangle. To its right is a 'Remove' button.
- Click Trackers**: Includes a button 'Add A Click Postback URL' and an information icon.

Reporting implementation instructions using IAS CM pixel – **Vast Creative**

STEPS

- 1 For self service buyers, contact your IAS rep for a Campaign Monitoring (CM) tag. Alternatively, managed service clients can access reporting options via their Pocketmath rep
- 2 Insert IAS provided .gif tag URL portion into the 'Impression Tracking URL' section on 'Creative' page
- 3 For self service buyers, an automatic notification will be sent to your specified email addresses with IAS UI login details. Managed service clients should reach out to their Pocketmath rep for reporting

*Please note, video viewability cannot be measured with a .gif (IMG) pixel, instead a JS video wrapper is needed. Please reach out to your IAS rep for further details.

The screenshot displays the IAS Creative Management interface. On the left is a dark sidebar with navigation options: Advertisers, Dashboard, Insights, CREATE (highlighted), Creatives (selected), TARGET, Audiences, Explore, Lists, Rules, and Reports. The main content area is titled 'PRIMARY' and contains fields for 'Creative Name*' (Pocketmath | VAST Video Example), 'Labels' (Select or create labels...), and 'Type*' (VAST (Video ads)). There is a checkbox for 'This creative is a rotating ad'. Below these are expandable sections: PREVIEW IMAGE, VIDEO ASSETS, LANDING DETAILS, and TRACKERS. The 'TRACKERS' section is expanded, showing 'Impression Trackers' with an 'Add An Impression Pixel' button. A table below lists a tracker with the URL 'http://pixel.adsafeprotected.com/?anId=XXXXXX&advId=ADVER', which is highlighted with a red box. A 'Remove' button is next to the URL.

Campaign Monitor (CM) Reporting Examples

POCKETMATH REPORTING (BY MACRO)

- **Advertisers (advId):** \${advertiser_id}
- **Campaign (campId):** \${campaign_id}
- **Primary Seller (pubId):** \${publisher_id}_\${source_id_qp}
- **Secondary Seller (chanId):** \${exchange_qp}
- **Ad Unit (placementId):** \${ad_id}
- **Bid URL (adsafe_par&bidurl):** \${page_url_qp}
- **Device ID (uId):** \${device_identifier}
- **Impression ID (impId):** \${imp_id}
- **Bundle ID (bundleId):** \${bundle_id_qp}

IAS Best Practices

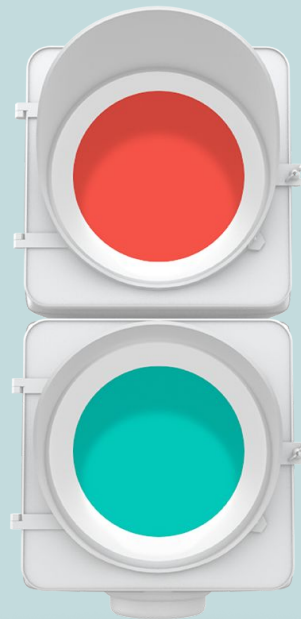


Best practices for campaigns utilizing IAS firewall blocking

If you or your client are using IAS post-bid blocking technology, to ensure the best results, align your pre-bid targeting and Firewall blocking settings for both ad fraud and brand safety.

EXAMPLES

- If the agency or client sets their Firewall Brand Safety blocking for Adult Content at "Low" the trader should target "Exclude High and Moderate Risk" to deliver inventory that is the most brand safe.
- If the agency or client sets their Firewall Brand Safety blocking for Violent Content at "High" the trader should select "Exclude High Risk Content" because the client does not have strict brand safety requirements in place.



Pre-bid in-app targeting

BEST PRACTICES

IAS recommends applying “moderate and high risk” for brand safety and ad fraud instead of “high risk”. The majority of brand-risk for in-app and ad fraud in in-app environments falls in the moderate category. This should not limit scale.