

By Executives, For Executives

JUST **MEDIA** 

“A View From the Top”



Featuring Scott Knoll, CEO of Integral Ad Science



*Insight into B2B marketing trends, key insights for
marketers and predictions for 2014*

Briefly describe Integral Ad Science and how it fits into the Digital Marketing ecosystem?

Response: Integral is a media valuation platform and a trusted neutral third party within the Digital Marketing ecosystem. We help players across the industry assess and improve the quality of their media. Buyers of media use Integral to understand where their media ends up and proactively block ads from appearing on low quality – non-brand safe, fraudulent, non-geo-compliant – placements. With our blocking solution, buyers are able to maximize their campaign budgets and only pay for impressions that have the maximum potential to reach and be seen by consumers. Sellers of media use Integral to vet and optimize their inventory. Using our data, they understand where their media performs best and can price accordingly. We are also the industry leader in measuring ad viewability and help both media buyers and sellers to optimize media performance around this and other related engagement metrics.

Can you give us a few scary examples of how digital ad fraud happens and how your technology can help police the market and identify fraudulent activity?

Fraudsters have many techniques that they employ to perpetrate digital ad fraud. Some examples include:

Pixel stuffing: stuffing an entire ad-supported site into a 1x1 pixel so that ads have no chance to be seen but advertisers are still charged.

Ad stacking: placing multiple ads on top of each other in a single ad placement so the advertiser is charged for impressions on all of the ads even though only one is visible.

Botnets: malware unknowingly downloaded by users infect computers. They then mimic human behavior and run ad on supported sites in rapid succession - all in the background of the computer without the user knowing.

Our technology provides impression level detection and prevention of fraud analyzing real-time signals alongside cumulative evidence culled from our data and machine learning. Aside from our blocking product, our dynamic data is also available for programmatic and RTB that allows clients to proactively buy fraud-free media.

You claim to be saving millions of dollars for clients. On what basis do you make these claims and how do those saving manifesting themselves?

Response: When you think about how much money big advertisers are spending across all digital channels, and how much waste there is with low quality media, it's easy to see where we help eliminate waste and save money. We now influence several billion impressions a day, helping advertisers and publishers make smarter more impactful decisions. For example, we see on average 15% ad fraud in the industry. On a \$1 million dollar campaign that's \$150,000 wasted. Now think about that multiplied by thousands of campaigns over the entire year. And that's only specific to fraud – there are so many other wasteful practices, such as ads that are never seen, that we help advertisers stay on top of. On the sell-side, we help publishers clean up their inventory and identify the quality of the media so that they can price accordingly.

If a client implements the Integral Ad Science technology onto a campaign through Just Media, what kind of results could they expect to see initially?

Response: As soon as clients start leveraging Integral data through Just Media, they immediately have a clear understanding of the actual media environments in which their ads are appearing. They will be able to evaluate and optimize the quality of each impression that they are getting from the various media partners that are included in the campaign. These clients will also have clear insight into any brand safety concerns as well as which ads were fraud free and in-view. By optimizing based on Integral's data and implementing the blocking solution, clients will see an increase in the viewable ads, significant decrease in the fraudulent traffic and safety concerns. At the end of the day, our job is to worry about media quality so our clients won't have to – and that is exactly what we do.

Long term what is your goal for the company and how it develops within the digital media landscape over the next 12-18 months?

Response: Our goal is to work with everyone in the industry and provide clarity on media quality issues, no matter how and where you buy media. This year we've taken a huge step in that direction by launching both a video and a mobile product. We believe that the industry should be able to compare media quality across all channels and screens. Additionally, we leverage the breadth of our data and strength of our data science and technology to create relevant solutions for programmatic and RTB targeting. As a third party vendor our job is to serve the industry no matter which direction it's heading. By working with all the players in the industry we have insights into the trends and are constantly investing in our capabilities to stay ahead of the game.

Finally if you have advice for a B2B CMO for 2014 what would it be?

Response: Generally speaking, B2B CMO's work with smaller budgets and therefore need to make their budgets work harder for them. While focusing on the right audience is very important, they should remember that if the media quality is poor, the advertising will simply not work. If an ad is not in-view or served to a bot, the chances of it working are zero. It's as simple as that. Additionally, with the amount of ads that we are all exposed to every single day, ensuring the right environment is critical to achieving high impact from each and every dollar spent on advertising. Technology helps CMOs gain control – the best advice is to take full advantage of it.



ABOUT SCOTT KNOLL



Scott Knoll joined Integral Ad Science in 2011 and has helped expand the company's offerings from brand safety to a full suite of advertising analytics measuring media inventory quality and its impact on driving results. Under his leadership, Integral has become the de facto standard for a majority of the industry for measuring ad viewability, fraud, safety and overall inventory quality. Furthermore, the company's solutions have become critical to the entire digital media ecosystem for maximizing advertising performance across display, video and mobile. In his 3 years since joining, the company has expanded to Europe and Asia and was recently recognized as the 6th Fastest growing company in the New York area by Crain's Magazine.

Prior to Integral, Scott was most recently the founder and President of Aperture, the audience targeting and measurement technology platform that provides business intelligence to blue chip brands, agencies, and online publishers. Scott has more than 18 years of global experience in internet technology, digital advertising, and traditional media. Prior to Aperture, Scott spent six years as a senior executive at DoubleClick Inc., directing the launch and development of the DoubleClick ad network in nine countries, including Australia, Hong Kong, Japan, China, Taiwan, New Zealand, Singapore, and Korea. Scott also served as managing director of DoubleClick Asia Pacific and Vice President and General Manager of Global Marketer Solutions. Previously, Scott co-founded and served as COO of Verified Person, and has held management roles at Time Warner Inc. and Andersen Consulting. Scott holds an MBA from Harvard University and a Bachelor of Arts degree from Princeton University.

ABOUT INTEGRAL AD SCIENCE

Integral Ad Science is the leading global provider of actionable advertising intelligence data for buyers and sellers of digital media and is the industry's standard for rating media quality. Since launching the industry's first preventative brand safety solution in 2009, powered by constant growth and innovation, Integral has evolved into a global media valuation platform that is essential to the buying and selling of quality media. Integral focuses on a comprehensive solution set that enables advertising to appear in quality environments and receive favorable exposure — while the sell side can monitor and control its quality and performance. Integral's technology drives improved visibility, efficiency, and ROI for players across the digital media landscape. For more information, please visit www.integralads.com.

ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agencies campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. www.justmedia.com