

IS YOUR BRAND SAFE ONLINE?

Brand Safety is a digital marketing definition referring to channels and practices meant to help advertisers avoid any ad placement or context that could potentially harm the advertiser's brand or reputation. This includes publisher sites with sexual content, violence, hate speech, and other harmful content not inline with the brands messaging.

How does this happen?

Publishers who offer a premium inventory are preferential. These tend to be safer locations for ad placement, but more expensive. The general gist is the lower you bid, the less premium and more risky the location your ad could find itself.

How do you know if you're safe?

The best way to know if your ad has landed on an undesirable site is to check the ad delivery logs and look for sites that your message may have been exposed on.

How to protect your brand

As a marketer, it is important that you take measures to keep your brand safe. By adding a brand safety check to your campaign process this will help ensure you protect your brand online. Here are some things that you can start doing to ensure your brand remains safe.

- Define what brand safety means for you.
- Prioritize transparency.
- Choose a reputable programmatic agency.
- Avoid blacklisted publishers.
- Use insights to monitor campaigns in real-time.
- Utilize a campaign's negative target or exclusions.
- Look at leveraging third party data.
- Monitor the ad delivery logs.

TIME TO GET DIGITAL SOLVED

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