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REQUIREMENTS THAT **MUST** BE COMPLIED WITH
REQUIREMENTS THAT ARE **OPTIONAL**
ADDITIONAL INFORMATION FOR COMPLIANCE

GUIDELINE	CONTROL	RECOMMENDED DOCUMENTATION/DELIVERABLES
Platform Overview		
	Review overall system architecture of the Retail Media digital advertising platform.	System architecture diagram, process workflow diagrams and/or documentation. Obtain details of on and off-site channels in scope – web, app, CTV etc.
	Review the company org structure as it relates to their Retail Media digital advertising platform.	Company org chart covering teams/departments relevant to ad delivery and measurement. Obtain details of countries and entities in scope and whether all use the same central platform/systems/processes or local processes are in operation.
	Review publisher (inventory) application, approval and set-up process, if applicable.	Supply partner guidelines/policy documentation, publisher on-boarding checklists, sample publisher/site approvals, publisher/site setup screenshots.
	Review handling of third-party networks and exchanges, if applicable.	Documentation of policies for working with third-party providers. Obtain details of the scope of third party providers (e.g. ad verification, clean rooms etc.).
1. Media Metrics		
1.1 Ad Impression	The IAB/MRC definition of an ad impression refers to an ad that has been successfully delivered to a user's device and has begun to render on the web page or app.	Auditor to confirm that impression counting is performed using a client-initiated count-on-render approach (in which the impression count relies on an event triggered by the user's browser after the ad has begun to render). Documentation of the impression tracking process, diagram of communication path between client and server following an ad request. Samples of tracking pixel/tag/asset.

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		Auditor will review samples and test the recording of impressions to the logs and through to reporting. Assess whether the media network already has MRC accreditation or not (or equivalent). The compliance grid should separate out the approach for each, i.e. for companies that are MRC accredited, set out limited testing to check accreditation covers all channels in scope, an accredited tool is integrated and review samples of reporting, for those that are not MRC accredited – full testing required.
1.2 Click-Through	The IAB / MRC definition of "Click" or "Click-Through" as a user-initiated action on advertisement, including directing to a Brand, Product or Cart Page.	Auditor to review means of tying clicks back to their originating impressions and confirm that clicks are not counted until the redirect takes place. Both are IAB measurement requirements. Process workflow diagrams and/or documentation. Click tracking documentation, sample click tag/impression tag pair. Code sample showing the triggering of the click redirect, and the counting of the click by the server. Auditor will review and test the recording of clicks to the logs and through to reporting.
1.3 Viewability for Display and Video Ads *(required if video ad products are in scope)*	The recommended standard is to report on viewability for on and off-site display ads as well as Video ads against the IAB / MRC standard.	See Section: **IAB / MRC Viewable Ad Impression Measurement Guidelines**, below.
1.4 Viewability for Sponsored Product Ads	Viewability for Sponsored Products is not a full recommendation before February 2025, we recommend it is still tested for the purposes of the Beta phase not to make the certification obsolete by then.	

IAB / MRC Viewable Ad Impression Measurement Guidelines

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Reference: [MRC Viewable Ad Impression Measurement Guidelines – June 2014](#)		
Pre-existing guidelines for Impression Counting Page 5	Confirm that the viewability metrics will only be applied to validated impressions.	Documentation of the viewable impression tracking process
Base criteria for the counting of Viewable Ad Impressions Page 3	Test and verify that ads are recorded as viewable only after more than 50% of the creative's pixels are visible in the browser.	Auditor will review and test the criteria for viewable impressions are met.
Page 3	Verify that the platform has controls in place to ensure that ads are only counted as viewable if they are in an in-focus tab.	Auditor will review and test the criteria for viewable impressions are met.
Page 3	Test and verify that ads are only recorded as viewable after the necessary portion is visible for more than 1 continuous second, post ad render.	Auditor will review and test the criteria for viewable impressions are met.
Technical approach used for establishing the viewability of an ad Appendix A	Review viewability measurement method used (e.g. Page Geometry or Browser Optimisation).	Process workflow diagrams and/or documentation
Viewability based on strong user interaction Page 3	Confirm whether the system counts viewability based on strong user interactions (such as clicking on an ad before it is fully viewable).	Documentation of the viewable impression tracking process
Viewability of large display ads Page 4	Confirm whether there is functionality to use alternate criteria for counting viewability of large display ads.	Code sample showing the circumstances in which alternate criteria would be used for tracking viewable ad impressions

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	Confirm if viewable impressions counted using a secondary or additional metric are reported separately from viewable impressions counted using the main setting.	Sample reports showing distinct counts for regular and large-format ads
Viewability of Expandable Rich Media Ad Units Page 5	Review process used for establishing the viewability measurement for expandable rich media ads.	Process workflow diagrams and/or documentation of the viewable impression tracking process for Rich Media ads
Video Advertisement Considerations Page 6	Review the extent and functionality of viewability counting on digital video.	Process workflow diagrams and/or documentation of the viewable impression tracking process
Page 6	Confirm that platform counts the viewability of a video ad campaign when 50% or more of the ad is visible for more than 2 continuous seconds.	Auditor will review and test the criteria for viewable impressions are met.
Page 6	Confirm that video ads are only counted as viewable when the tab is in focus. Even if the ad plays through while out of focus, the viewability tracker will not be triggered.	Auditor will review and test the criteria for viewable impressions are met.
1.5 Video Completion Rate *(required if video ad products are in scope)*	The recommended standard is for retailers to report on Video Completion Rate against the IAB / MRC standard: ● Video completion rate calculates the percentage of video ads that are viewed to completion (i.e., played until the end). The formula is the total number of videos viewed to completion / total number of videos launched.	Quartile Reporting: video ad metrics that identify when a linear video ad has played up to first quartile (25%), midpoint (50%), (75%) and (100%). Auditor to confirm that counting of the digital video progress and completion events are client-initiated. Process workflow diagrams and/or documentation. Review will include testing the recording of video progress and completion events to the logs and through to reporting.
1.6 SIVT	Quality control, analysis, and filtration is paramount in identifying and addressing invalid activity, across media types. Retailers have agreed to adopt SIVT filtration in accordance with MRC/IAB guidelines. Outcome measures that don't incorporate SIVT filtration can still be reported, but	

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	should be properly labeled, reported separately, and should include clear disclaimers. If a retailer is not in position to report on SIVT filtration they should make that clear.	
	Retailers will ensure that 100% of the monetisable transactions (including impressions, clicks, conversions, etc.) that it handles are filtered for both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) through one of the following options:	
	• SIVT filtration, in accordance with MRC/IAB guidelines, should be adopted.	If using a third-party fraud detection vendor to scan and filter 100% of monetisable impressions, confirm that it is verified by an independent auditor for compliance with MRC standards for SIVT detection and removal. Otherwise, proprietary, or non MRC accredited fraud detection controls will be reviewed against MRC standards. See Section **1.6 Appendix: MRC Invalid Traffic and Filtration Detection,** below.
	• Outcome measures that don't incorporate SIVT filtration can still be reported, but should be properly labeled, reported separately, and should include clear disclaimers.	Review the outcome measurement reporting for appropriate disclosures, labels, and disclaimers.
	• If a retailer is not in position to report on SIVT filtration they should make that clear.	Review the outcome measurement reporting for appropriate disclosures, labels, and disclaimers.
2. Attribution		
2.1 Return on Ad Spend (ROAS)	Outcomes that can be attributed to a click (to a PDP or an Add to Cart) and or viewable ad based on the standards set out in this document, associated to specific SKUs included within the creative or directly determined by the brand partner. Retailers should provide a differentiation between click-based and view-based ROAS in the reporting.	Review ROAS calculation methodologies. Review sample Return on Ad Spend calculations based on the above methodologies. Confirm the reporting discloses click-based and view-based ROA reporting, where applicable.
2.2 Lookback Windows	It is recommended that a 30 day post view and post click lookback window is used as standard for endemic on and off-site (excluding video/ CTV).	Review dashboard views and reporting window options to confirm the minimum of 30 lookback window is available

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	Retailers should also be able to provide flexible windows as requested by brands.	
2.3 Same SKU and Halo Attribution	Same SKU (parent SKU) attribution should be provided for all sponsored product ads. Halo attribution can be provided for all formats. Standard definition for Halo is: Same Brand, Same Category (Category as defined by the retailer catalogue).	Sample attribution reporting and supporting data to confirm product attribution is grouped by SKU, and to confirm that Halo attribution is properly defined and applied.
2.4 Sales Extrapolation	Extrapolation can be defined as a set of rules used to estimate the impact of media on nonidentified users or behaviours by leveraging the media impact of a set (or all) identified users consumers. Retailers should disclose which metrics the extrapolation is done through.	Confirm if sales extrapolation is employed it is properly disclosed in reporting.
3. Insights *If the following metrics are reported on by the RMN then they should be according to the standards*		
3.1 New to Brand / Repeat Shoppers	A shopper who has not purchased any products from specified brands within a defined time frame are "New to Brand". Inversely if they have purchased within the below time frames, they can be considered "Repeat Customers". Time Frames should be based on IAB standardized timeframes: ● Regularly purchased (e.g. shampoo, banana, diaper, milk): 6 weeks ● Semi-Regular purchased (e.g. jeans, mascara, cartridges): 26 weeks ● Infrequent (e.g. TVs, vacuum, winter coat, sofa): 12 months	Confirm New to Brand / Repeat Shoppers are defined and identified according to the IAB Guidelines. Timeframes are not yet standardised so details of RMNs own methodology and timeframe specifications should be obtained. Test sample of purchases to reports to verify that shoppers have been correctly categorised.
3.2 New to Category / Repeat Shoppers	A shopper who has not purchased any products from specified brands within a defined time frame is "New to Category". Inversely, if they have purchased within the below time frames, they can be considered "Repeat Category Shoppers". Time Frames should be based on IAB standardized timeframes: ● Regularly purchased (e.g. shampoo, banana, diaper, milk): 6 weeks ● Semi-Regular purchased (e.g. jeans, mascara, cartridges): 26 weeks	Confirm New to Category / Repeat Shoppers are defined and identified according to the IAB Guidelines. Timeframes are not yet standardised so details of RMNs own methodology and timeframe specifications should be obtained. Test sample of purchases to reports to verify that shoppers have been correctly categorised.

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	● Infrequent (e.g. TVs, vacuum, winter coat, sofa): 12 months	
3.3 Sales Uplift	Sales Uplift determines overall Sales lift for a brand during a set amount of time by undertaking an AB test using an exposed vs non-exposed group. The exact methodology for the AB test will vary by Retailer / Retail Media Network. IAB Europe will explore harmonisation of these methodologies in future versions of the standards.	Review methodologies for determining Sales Uplift. Review and test results. Statistically significant A/B Test (not before and after test)
3.5 iROAS (Incremental ROAS)	iROAS determines the incremental impact of ad spend on sales, by measuring sales lift divided by the total advertising spend. It requires undertaking an AB test using an exposed vs non-exposed group. The exact methodology for the AB testing will vary by Retailer / Retail Media Network. IAB Europe will explore harmonisation of these methodologies in future versions of the standards. In measuring incrementality retailers can consider deterministic and probabilistic data: ● Deterministic Data: requires undertaking an AB test using an exposed vs nonexposed group. This approach requires identifying individual users, often collected through mechanisms such as login data, user IDs, or loyalty program participation. ● Probabilistic Data: using statistical techniques to predict user behaviour based on available data points. This becomes useful in multi-platform incrementality, where it may not be feasible to track every user action across different platforms deterministically. It is recommended that probabilistic data is used when deterministic data is insufficient, such as in a multi-platform scenario. The methodologies used should be disclosed: deterministic, probabilistic, or a combination of both.	*OUT OF SCOPE FOR THE AUDIT AT THIS TIME.*
4. Campaign Audit		
4.1 Media Audit for Specific Campaigns	Auditors will select 10 campaigns at random from the past 6 months and ensure that those campaigns comply with the applicable Guidelines 1. Media Metrics, 2. Attribution, and 3. Insights,, referenced above.	

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Appendix. MRC Invalid Traffic and Filtration Detection Guidelines		
[MRC Invalid traffic Detection and Filtration Guidelines Addendum](#) [MRC IVT Detection and Filtration 2024 Interim Update](#)		
A. Known Invalid Traffic		
Page 8	Known GIVT must be removed from monetized counts and metric. All GIVT areas must be adequately covered at a minimum. GIVT must be excluded, where possible, from ancillary processes that impact monetization (e.g. goal setting, targeting, frequency capping, etc.).	To be verified in the review.
Page 8	Effective coverage of all applicable categories of SIVT is required (ad hoc or incomplete coverage is not sufficient for compliance). SIVT techniques may require removal to happen downstream from original detection at later times to avoid reverse engineering. SIVT must be segregated and reported when reporting total net metrics. Enrichment/attribution must be disabled for impressions identified as SIVT if the measurement organization is capable of doing so.	Identify all applicable categories of SIVT covered by your invalid traffic controls. For all SIVT controls identified, provide documentation or proof of performance. These can be demonstrated in live review sessions.
Section 1.1.3	Measurement service discoveries (for General filtration) are encouraged to be communicated to industry organizations such as TAG, IAB, and/or MRC for inclusion on industry lists.	If available, please provide examples of communication of threats and discoveries to industry organizations.
Section 1.1.4	Data Center Traffic - as a starting point, the MRC is requiring filtration of **invalid** data-center traffic originating from IPs associated to the three largest known hosting entities: Amazon AWS, Google, and Microsoft. Data Center exclusion lists should not include valid data center addresses (including routing artifacts of legitimate users, or virtual machine legitimate browsing). Data center sources identified through SIVT methods can be identified as SIVT but should be periodically reported to industry leads to update commonly used resources and migrate them to GIVT where possible.	Please identify your method for data center exclusion. If external sources (such as third-party data center IP lists, cloud IP lists, etc.) are used, identify the source(s) and frequency of updates.

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B. Internal Controls		
Section 2.1	Organizations must have specifically directed internal controls for the filtration and removal of invalid traffic. Annual risk assessment of relevance and effectiveness is required. Periodic IVT risk assessments must be performed considering each specific relevant platform (i.e. desktop/mobile web vs. in-app vs. OTT) and are encouraged to be differentiated by or include other pertinent traffic segmentations such as video vs. display, geography, or client typed (managed vs. self-service) as applicable.	Please provide an overview of the filtration and removal controls process of invalid traffic. If this is formally documented, please provide the documentation. If an annual risk assessment is conducted, please share when the last risk assessment was conducted and the outcome. If one has not been conducted, this engagement will count as the first annual risk assessment.
Section 2.1.1-a	Maintain detailed and documented invalid traffic detection and removal process controls (non-human and illegitimate human activity).	Please provide documentation used internally that outlines the invalid traffic detection and removal process (ex. Confluence/wiki page or schematic).
Section 2.1.1-b	Organizations have a responsibility for the behavior and performance of their partners. A qualification process must be in place to ensure they are dealing with legitimate entities with appropriate traffic related controls.	Describe the vetting process for partners (particularly supply-side partners or publishers). Where formal documentation is noted (ex. Confluence/wiki page), please provide it. It is common to see the process managed in a platform such as Salesforce or a web form with specific questions and criteria used for vetting. Please provide an example of your process.
Section 2.1.1-c	Organizations must have sufficient empirical evidence supporting the specific reasons for removal (and disclosure) of known IVT and retain them for a sufficient period for auditing purposes. Data may be obfuscated or truncated where required for PII/privacy concerns, requirements, or data collection restrictions.	Please identify your archival policies for data used for IVT investigation/detection, including raw traffic logs, and analytics data.
Section 2.1.1-d	Organizations should have escalation procedures to allow removed or suspected legitimate publisher sources of invalid traffic to challenge that process, if they believe they represent legitimate traffic.	Please provide documentation outlining your IVT escalation procedures, and any appeals process available for publishers to challenge the removal of traffic.
Section 2.1.1-e	Organizations must have employee policies that discourage bad behavior impacting reported metrics or the credibility of the measurement organization (i.e., specifically prohibiting: employee participation in or financially benefiting from IVT generation, purchasing or selling IVT (except for the purpose of company sanctioned research – see below), linkages with suspect business partners and lack of transparency in IVT actions).	Please provide employee-policy documentation that identifies prohibitions on unethical/illegitimate use or handling of IVT.

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Section 2.2	Change controls - organizations should have sufficient controls to ensure development and changes to its invalid digital traffic processes are authorized, tested, and approved prior to being placed in production.	Describe how platform changes are implemented (ex. Jira). If there is a process document outlining change controls, please provide it. Please provide a screenshot of a change control example going through the process workflow.
Section 2.3	Access controls - access to detection parameters and data should be restricted to authorized users. In addition, strong user access and password policies should be enforced for client users of data.	Please provide an overview of who has access to anti-fraud filtration (teams or specific people). Please describe how access is managed (ex. in a SSO dashboard, admin access dashboard). If there is a process document outlining change controls, please provide it. Provide a screenshot showing the delegation of access to anti-fraud filtration.
Section 2.4	Disclosures - organizations should provide sufficient disclosures to allow buyers that rely on metrics to understand: ● GIVT counts that have been removed ● SIVT at the campaign total level ● SIVT removed from enrichment/attribution downstream ● Reported legitimate counts ● Transaction level details on request (subject to reverse engineering concerns) "Material" or "significant" is considered 5% of reported activity	Is there a document, website, white paper etc that provides marketers with an overview of your company's anti-fraud policies, processes and controls? Please share the process for handling "material" invalid traffic or false positives. If your company uses a percentage other than MRC's stated 5%, please note that. If this process is documented, please provide that documentation. Please demonstrate materiality in an example.
Section 2.4.1	Decision Rate - organizations must actively report IVT "decision rates" or situations where insufficient signals are collected to make an IVT decision. The decision rate is calculated as recorded transactions with sufficient information to make IVT determination divided by total transactions intended for measurement and reporting. Organizations must differentiate between degrees of detection capabilities across different environments.	Please provide documentation outlining the factors that impact the decision rate, including environments/scenarios that would change or limit the data signals available for IVT determination. Please provide sample reports showing where the decision rate is disclosed as a part of IVT reporting across different environments.
C. Organisation Functional Areas Required		
Section 3.1	Traffic Quality Office, with responsible Data Quality Officer	Please provide the job title for the person who is responsible for data quality.
Section 3.2	General data analysis	Please provide the person or team who is responsible for data analysis (engineering, data science).

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Section 3.3	Invalid traffic process development and modification (updating)	Please provide the person or team who is responsible for IVT process development/modification (ex. product and/or engineering).
Section 3.4	Business partner qualification	Please provide the person or team who is responsible for business partner qualification (ex. Client services, onboarding team).
Section 3.5	IVT related communications (internal, IAB/MRC, Outside Practitioner, Legal)	Please provide the job title for IVT related communications.
D. Invalid Traffic Detection - Specific Tasks Required		
	Pre-traffic/campaign preparation and historical analysis	

Section 4.1-1	• Front end partner/source qualification
	  o Initial partner qualification
	  o Qualification analytics used in onboarding and engagement
	  o Ongoing evaluation of business partners
	  o Periodic auditing and/or gathering evidence of partner certifications
		Describe the vetting process for partners (particularly supply-side partners or publishers). Where formal documentation is noted (ex. Confluence/wiki page), please provide it. It is common to see the process managed in a platform such as Salesforce or a web form with specific questions and criteria used for vetting. Please provide an example of this process.

Section 4.1-2	• Analysis of acquired/purchased traffic
	  o First-party measurers (publishers) must differentiate purchased traffic from other traffic.
	  o Buy-side and other third-party measurement organizations must make efforts to obtain sourced traffic information, and where provided disclose if material.
		Provide a copy of the policy on the use of acquired or purchased traffic? How is compliance checked?

Section 4.1-3	• Data analysis and discovery functions
	  o Data attribute and pattern analysis
	  o Statistical data monitoring and trending
	  o IVT sampling approaches and considerations (if applicable)
	  o SIVT Indirect Detection Techniques
	  o Machine Learning (if applicable, and should be deployed in conjunction with focused human intervention)
		Please provide an overview of the forms of data analysis used to identify new sources of fraud. This can include pattern analysis, statistical analysis, heuristic review, or other methods. If this process is formally documented, please provide that documentation.

	Analysis of Specific Production Traffic or Campaign Data (GIVT)	
	All GIVT areas must be adequately covered at a minimum:	

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Section 4.2	● List or parameter-based detection	Please share the lists used (ex: IAB User Agent/Bot, TAG Data Center IP, Domain, IP, etc). If there is a centralized location outlining all of the lists used, please provide a screenshot. For each list, please indicate whether it is obtained from a 3rd party source (please identify the provider), or developed internally. Please share how the lists are updated (manually or automatically) and the frequency of the update. Please provide a screenshot for each list showing the refresh date.
Section 4.2	● Activity based detection and removal techniques	Describe the activity based detection and removal techniques used (ex. scoring based on specific criteria/thresholds). If formally documented, please provide the documentation.
Section 4.2	● Auto-refresh ad detection	Describe how impressions generated by excessive or unreasonable use of auto-refresh are detected.
Section 4.2	● Invalid placements, invisible or barely visible ad delivery (e.g. hidden, 0x0, or 1x1 ad sizes)	Describe how invalid, invisible, or barely visible ad placements are detected.
Section 4.2	● Sessions or traffic without capability to render or display images	Describe how browsers/devices incapable of rendering images are detected.
Section 4.2	● Viewable impression falsification (where applicable)	Describe how falsified viewable impressions have been detected.
	Analysis of Specific Production Traffic or Campaign Data (SIVT)	
	Effective coverage (not ad hoc or incomplete) of all applicable categories of SIVT is required	
Section 4.2	● Sophisticated Activity-Based Detection or Analyses – Up-front or back-end techniques using analytical review of traffic data or attributes but requiring multiple sources of information or inferences made from complex multi-data-point assessment of transaction sets (generally over more than one campaign).	Please provide documentation identifying the up-front and/or back-end techniques currently used for SIVT detection.
Section 4.2	● Internal reporting should have sufficient detail to allow meaningful analysis of and reporting of false positives and false negative (where known) rates.	Please provide sample reporting/analysis to show how you track and identify false positive and/or false negative rates.

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Section 4.2.1	Up-Front Techniques – Review use of up-front techniques (evaluated early resulting in pre-bid blocking) and back-end techniques (applied after the transaction takes place). Use of up-front filtration techniques must be disclosed, along with the impact (or best available estimate) on reported metrics of exclusions resulting from back-end discrepancies. If up-front techniques are used in place of required back-end techniques, they must be able to support through empirical evidence that the techniques are as effective as the corresponding back-end techniques.	Specifications of any up-front techniques used for identifying SIVT. Sample reports identifying the activity filtered pre-bid through these techniques. Specifications of any back-end techniques used for identifying SIVT (manual or automated). Sample reports identifying activity removed based on these techniques. If applicable, please provide any analysis/evidence supporting the use of up-front techniques in place of back-end techniques.
	Mobile In-App and OTT Controls	
Section 4.2.2	Measurement organizations applying SIVT detection and filtration techniques must consider mobile and OTT applications discretely in risk assessments should they represent a material portion of measured and filtered traffic.	Sample risk-assessments identifying the distinct risk levels of mobile and OTT environments.
Section 4.2.2	Measurement organizations applying SIVT detection and filtration techniques must consider mobile applications and OTT discretely in business partner qualification procedures where applicable.	Please identify the elements within the vetting process addressing specific mobile/OTT concerns.
Section 4.2.2	Measurement organizations applying SIVT detection and filtration techniques must also consider mobile applications and OTT discretely in setting parameters or determining heuristics used should they represent a material portion of measured and filtered traffic.	Please provide documentation showing how SIVT controls are tailored to mobile and OTT environments.
Section 4.2.2	Measurement organizations are encouraged to evaluate any industry lists or assets used in GIVT detection and filtration for mobile in-app and OTT coverage and to apply incremental procedures that consider mobile applications and OTT discretely should they represent a material portion of measured and filtered traffic.	Confirm that any list based controls (identified in Section 4.2) have been reviewed to confirm that mobile and OTT applications are adequately addressed. Please provide samples from the lists identifying mobile and/or OTT entries.
Section 4.2.2	Organizations measuring application installs as a relevant in-app metric must take precautions regarding the quality of this metric given the ease to create and prevalence of invalid install traffic. Valid app installs must be tied to corresponding valid impressions and clicks directly measured and subject to unique identifiers. In addition, specific activity-based logic shall be applied to the relationship between impressions, clicks and installs	If applicable, please provide documentation identifying the controls in place for validating application installation. This should include any internal analysis of traffic and installation patterns, and any third-party tools/services for attribution validation.

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	including the time between them (short, illogical durations may be a signal of invalid activity) as well as to post-install activity (non-use or deinstallation may also be a signal of invalid activity).	
Section 4.2.2	SSAI Considerations - OTT measurement vendors should consider the following aspects of OTT traffic when applying invalid traffic detection and filtration techniques to it and consider false positives as required: ● In SSAI, the player may not be able to process ad tracking, and the ad-stitching service cannot access cookies used in traditional client-side tracking. Instead, the ad-stitching service must identify devices where ads play by utilizing a combination of other methods. When an ad-stitching service is involved, the ad-stitching server may send tracking on the player's behalf, but this tracking may be limited and not fully able to satisfy client-initiated measurement requirements. ● Potential disproportionate presence of proxy or data center traffic (due to the delivery models present) may not only lead to false positives, but also inhibit the ability to collect certain parameters or originating information necessary to effectively evaluate traffic for validity.	If applicable, please provide documentation identifying the controls in place for detecting and preventing SSAI fraud. Identify any controls used to mitigate the impact of proxy traffic.
Section 4.2.3	Logged-In Environments – Publishers or platforms with registered, logged in users must disclose quantify any use of account or user validation as a means for IVT detection. Where used, an account-level approach to IVT must be supported through ongoing transactional level analyses and monitoring, and validated account activity must be subject to ongoing back-end analysis.	If applicable, please identify how account or user validation is used within the IVT detection. Provide sample reports/dashboards/analytics supporting the use of validated account activity.
Section 4.3	Removal of internal or "unnatural" activity- Internally generated activity (of the measurement organization and organization under measurement) should be segregated from legitimate advertising consumption. Development and testing environments should be logically segregated from or clearly distinguished in production environments so that test and production transactions do not comingle.	Describe how internal or test activity is excluded. If formally documented, please provide the documentation. Please provide a screenshot of an example.
	Relevant policies:	

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Section 4.4	• Should have sufficient policies to guide determination of legitimate invalid traffic and appropriate escalation procedures.	See Section B, 2.1.1-a
Section 4.4.1	• Formal and Informal procedures for resolving discrepancies between filtered and reported traffic for the same content or pages	Describe your policy for addressing discrepancies between filtered and reported traffic.
Section 4.5	Backward-Looking assessment and correction	Describe the backward-looking assessment process. If formally documented, please provide the documentation. The MRC requires a 14-day minimum for a backward-looking assessment, but it can be longer. Please provide a screenshot example.
Section 4.6	Communication functions	Please identify internal and external communication functions for GIVT and SIVT.
Section 5	General methodology disclosures	Is there a document, website, white paper etc that provides marketers with an overview of your company's anti-fraud policies, processes and controls?
F. Reporting Metrics Associated with Invalid Traffic Functions		
Section 6	Organisations should report the nature and volume of General Invalid Traffic detected for the purposes of reconciling to served impression counts and to ensure a full accounting for all impressions, whether monetized or not. SIVT volumes must be segregated and reported at the time of reporting campaign totals in aggregated periodic reporting (so as to protect from reverse engineering).	
	Gross metric	Please demonstrate the ability to report on gross vs. net metrics.
	Net metrics	Please demonstrate the ability to report on gross vs. net metrics.
	If requested, campaign specific reporting (placement url; reporting period)	Please provide a campaign level report reflecting gross vs. net metrics.