

# Safeguarding Your Brand Online: *The Ad Assurance+™ Process*



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770.451.5478  
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**R** E S P O N S E   **M** E D I A

# Safeguarding Your Brand Online: *The Ad Assurance Process*

With over 180 million web sites, the Internet offers unparalleled opportunities to reach consumers and prospects; however, because of its fragmented nature it can often be a daunting task for advertisers to decide where to place advertisements. To ease the difficulty, many have turned to the hundreds of online ad networks that offer a one-stop approach to placing advertising across a network of sites. Safeguarding your brand in this environment is a significant challenge for a number of reasons.

- Sites are continually being added and removed from the networks
- Reviewing the vast amounts of site content is not feasible for most companies
- The lack of transparency with ad networks prevents you from knowing where your advertising appears

For example, if a loyal consumer of a pet food brand sees advertising on a fur clothing site or adjacent to hunting content, that consumer may have a negative brand experience. Even the largest and more sophisticated online marketers face these challenges. For example, Verizon Communications was recently quoted in Advertising Age on how their banner advertisements were running on sites that were not brand appropriate. As a result, Verizon decided to cease all online advertising until the situation was rectified.

Online advertising can also have a negative impact on the brand's parent company as well. If a consumer sees an advertisement on a questionable site, the consumer not only has a negative brand experience, but also an indirectly with the brand's parent company. This type of halo effect can damage consumer equity across a company's entire suite of brands – all from a single, misplaced advertisement. It is therefore imperative that a robust quality assurance process be developed prior to implementing any online advertising campaign.

## Ad Assurance+™

As a trusted partner for many of the world's most trusted brands, including P&G, Disney and Nestlé, Response Media has developed a comprehensive quality assurance system for online advertising, the Ad Assurance+™ process. At the core of the process is a proprietary database of online publishers, ad networks and other media vendors each with a complete, fully transparent listing of each company's respective site lists. The site database is continually reviewed and updated with new networks and site changes.

Using the site database, the Ad Assurance+™ process thoroughly reviews each media partner and their network site lists to ensure alignment with a brand's goals and objectives. Each specific site is evaluated according to an Assurance+™ checklist of criteria used to ensure selected online media partners are brand appropriate and to flag sites that contain questionable material. Clients also have the option to filter site selection based on their own unique criteria and brand requirements. The Ad Assurance+™ process identifies and flags sites containing the following type of content.

- Pornography
- Religious, Demonic, or Cult sites
- Foul Language
- Gambling that requires the exchange of cash
- Pedophilia
- Sex
- Drugs
- Alcohol
- Any site that pays out cash for any type of action (i.e. signing up, refer a friend, survey taking)

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[Logout](#) | [Admin](#) | [Search](#) **Welcome, test**

## Site Information

R E S P O N S E M E D I A

Edit Item	Delete Item	Site Name	Vendor	Status	Spam	Notes	Update Date	Create Date
<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="http://coolsavings.com/">coolsavings.com/</a>	CoolSavings	Approved			05/16/2008	07/22/2008
<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="http://coolsavings.com/">coolsavings.com</a>	Revenue Science					04/24/2008
<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="http://coolsavings.com/">coolsavings.com</a>	Smart Source	Omit			02/27/2008	04/24/2008
<a href="#">Edit</a>	<a href="#">Delete</a>	<a href="http://coolsavings.com/">coolsavings.com</a>	Steel Media	Omit		Omit - work directly with them		04/24/2008

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Update all vendors

Ad Assurance+™ also tests and evaluates a site's registration and email marketing processes to ensure that the site is CAN-SPAM compliant and does not participate in excessive unsolicited e-mail distribution. It is the policy of Response Media not to work with any site that sends spam or sells personal information without an opt-in from the user. Thus, Response Media has seeded sites and networks in order to view their individual email use and behavior. As we know, most brands are doing acquisition with a goal to use the email addresses for relationship marketing. We identify the worst offenders and omit those sites and networks from our site selection.

Additionally, the process includes a review and analysis of the quality and reliability of a site's promotional offers and other direct response advertising. Advertiser and advertising quality is gauged along with the type and level of offers running on the site. This step helps to ensure that an advertiser's offers are only listed on trusted web sites.

## Response Media

As a leading provider of consumer acquisition and interactive media strategies, Response Media takes a proactive role in protecting our client's brands online. This is one reason why we have been recognized by Jupiter Research, who named us as the #1 firm in the industry, as we have great "in the field" knowledge and expertise. Response Media provides interactive marketing and media services to clients within the consumer packaged goods, retail, travel, tourism, B2B, and financial industries. Headquartered in Atlanta, GA, the agency's clients include Procter & Gamble, Nestle', Disney, Cox Enterprises, and ConAgra Foods, Inc. For more information, please contact Doug Breuer at 770-451-5478.