

**ISBA**

# Advertisers driving cross-industry programmatic reform

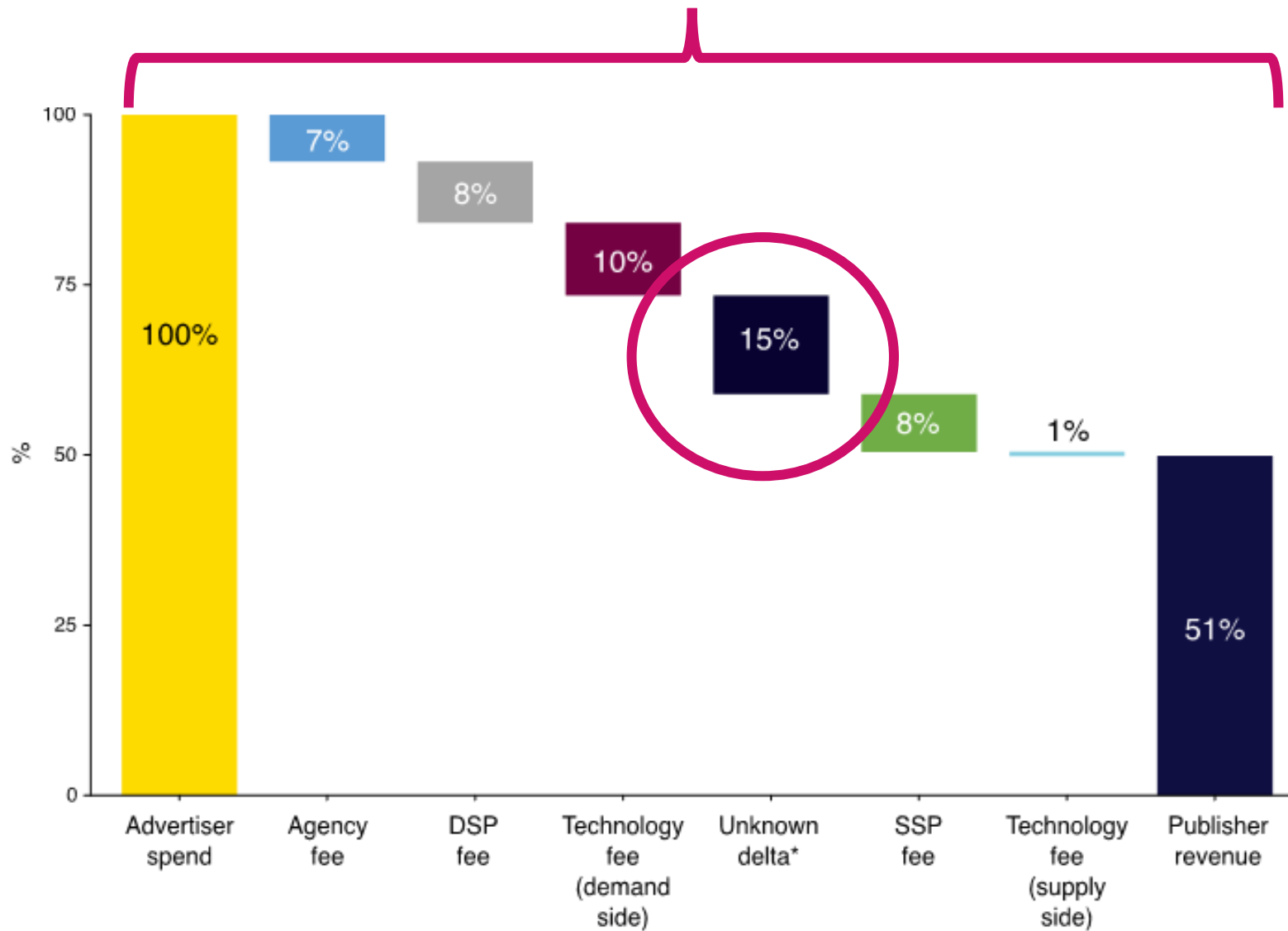
Programmatic Advertising  
Conference, Athens  
6<sup>th</sup> July 2023

Clare O'Brien  
Head of Media, ISBA

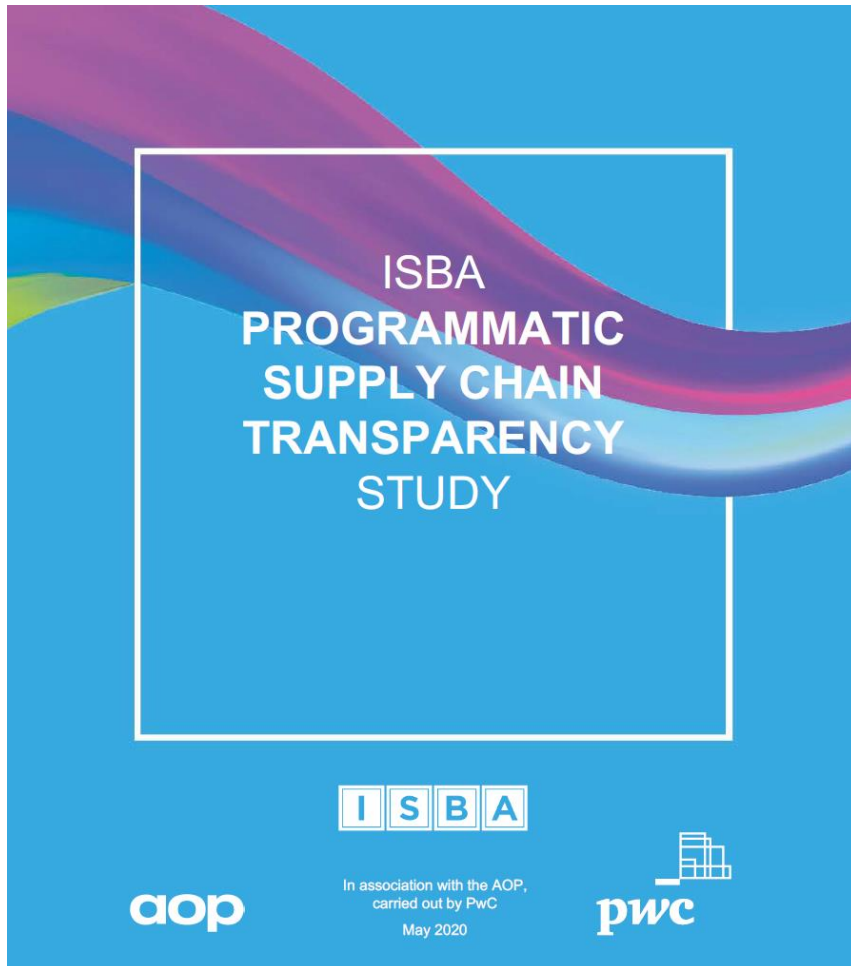


**One  
Voice**

12% matched impressions (31m: 267m observed)



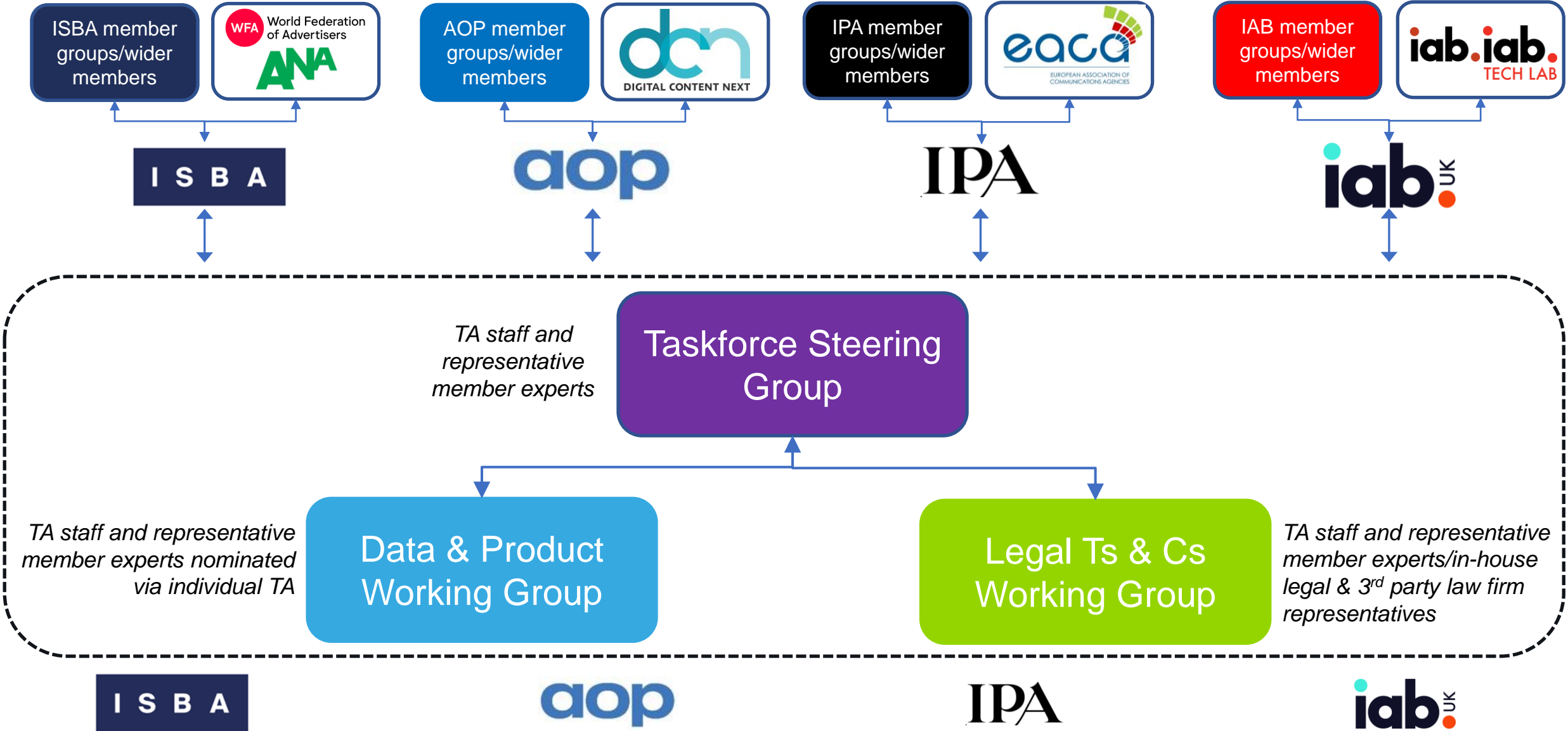
# ISBA/AOP/PwC Programmatic Study 2020



Two key critical conclusions & recommendations:

1. Standardisation is urgently required across a range of contractual and technology areas, to facilitate data sharing and drive transparency; and
2. All industry participants should collaborate to further investigate the unattributable costs and agree industry-wide actions to reduce them (ie **data access** and **data quality**) .

# Programmatic Taskforce Structure





# Programmatic Financial Audit Toolkit (APL)

... 18 months later

**Schedule "A"**  
**AUDIT INFORMATION [DATA FIELDS] TO BE SELECTED FROM THE**

Origin of Data	Field	Description	Notes
ADP/ADP	Form ID/Key ID (provide as possible)	The first at which impression was served	It shall be verified supply chain to ensure there could be no double counting
ADP/ADP	Country	The country in which the impression was served	Advertiser data is required
ADP/ADP	Advertiser ID/Advertiser name	This advertiser needs to be that maps to the specific advertiser who have purchased the impression. This may differ by each provider which will require a mapping to be done	Advertiser data is required
ADP/ADP	Brand	The ID that maps to the advertiser account	Advertiser data is required
ADP/ADP	Advertiser domain	The URL of the advertiser which is represented in the bid response	Advertiser data is required
ADP/ADP	Advertiser ID	A unique identifier for the advertiser that is used in a part of the reporting	The mapping is optional but an impression will not be reported if not provided
ADP/ADP	Advertiser ending name	An advertiser identifier, e.g. www.kohlschreiber.de, and DFP ending i.e. user placed where possible. Consistent should reference directly the website where the impression was served and should not be based on the contract number for an aggregated group of Advertiser accounts under the same company umbrella. This can be identified by the <b>name parameter of the contract ID</b> in the bid response	Advertiser data is required
ADP/ADP	Advertiser name	The publisher needs to be that maps to the specific publisher that is serving the advertisement. This may differ by each provider which will require a mapping to be done	Advertiser data is required
ADP/ADP	Advertiser type	With type of Advertiser the impression was recorded, e.g. a small phone, desktop, tablet or smart TV. This may differ by each provider which will require a mapping to be done	It shall be verified that the format type is the same at all points in the supply chain to ensure it is the same impression
ADP/ADP	PA rate if applicable	If the contract the data is provided in it discloses the reporting currency for the advertiser the advertiser is listed in, the rate at which the data currency could be converted into the reporting currency at	Accurate exchange rates are needed to ensure values can be accurately compared across the supply chain
ADP/ADP	Buyer ID/Event Network Buyer name	The buyer network, or ID that maps to the specific buyer network, that the impression was served through in the bid response may differ by each provider	Ensure data can be correctly mapped to the Buyer network which is required to accurately identify an impression from the supply chain
ADP/ADP	ADP	The ADP of the impression in the specific ADP that the impression was served through. This may differ by each provider which will require a mapping to be done	Ensure data can be correctly mapped to the ADP
ADP/ADP	Screen resolution	The screen resolution for the impression. This resolution that the publisher reports from the impression contract. SSP ADP may not report the ADP for the impression. The Advertiser may not report the ADP for the impression. This may differ by each provider which will require a mapping to be done	It shall be verified that the screen resolution is reported in the supply chain and that the publisher reports the screen resolution to the impression contract. SSP ADP may not report the ADP for the impression. The Advertiser may not report the ADP for the impression. This may differ by each provider which will require a mapping to be done
ADP/ADP	Advertiser/Advertiser ending name	The advertiser name from the impression, not including SSP name	It shall be verified that the advertiser name is reported in the supply chain and that the publisher reports the advertiser name to the impression contract. SSP ADP may not report the ADP for the impression. The Advertiser may not report the ADP for the impression. This may differ by each provider which will require a mapping to be done

DEFINITION	DEFINITION OF DEFINED TERM	TERMS & CONDITIONS
1. Advertiser	Means an individual, entity, or organization, including a publisher, that is identified as the advertiser in the Data Fields List outlined in Schedule "A", to the Auditor, subject to the terms and conditions defined below. The purpose of this request is to allow for an independent, third party financial audit (Audit) of certain programmatic advertising transactions related to the Sponsoring Party.	Name of Advertiser
2. Sponsoring Party	Means the advertiser or publisher engaging the Auditor to perform the Audit.	Name of Sponsoring Party
3. Agency	If the Sponsoring Party is an advertiser, the advertising agency appointed by the advertiser to act on its behalf in the programmatic advertising and which is contracted to a contract with the Disclosing Party.	Name of Agency
4. Audit Information	Means "order data" of the Sponsoring Party's log, such as transactional and conversion data, within the parameters of the Data Fields List set out in Schedule "A", the Auditor requires to perform the Audit.	Where data is not available, the Sponsoring Party may be required to provide a copy of the Data Fields List to the Auditor.
5. Purpose	Means the purpose of the Audit, which the Sponsoring Party has contracted the Auditor to perform the Audit.	The Sponsoring Party shall provide the Auditor with the necessary information to perform the Audit.
6. Contributing Parties	Means the parties used in the Audit, including the Sponsoring Party, the Auditor, the Agency, the Vendor, and the Disclosing Party.	The Sponsoring Party shall provide the Auditor with the necessary information to perform the Audit.
7. Jurisdiction	Means the jurisdiction in which the Audit shall be conducted, and the law that shall apply.	Jurisdiction: U.S. District Court, District of Columbia

### Cross-industry Programmatic Supply Chain Task Force: Principles of data management for financial audits (Data Principles)

**Purpose**  
This document, the "Data Principles", has been developed by the **Cross-industry Programmatic Supply Chain Task Force**. The Data Principles are intended to apply to two other outputs of the Taskforce: the **Data Fields List** and the **Audit Permission Letter** (see **Definitions**) [redacted]. The Data Principles describe the context for the application of those resources in practice, and taken together, these resources are provided to help achieve the goal set out below. They are not exclusive or prescriptive and are without prejudice to any other agreements or arrangements between parties to the programmatic supply chain.

**Goal** In line with the **Taskforce mission statement and objectives** to facilitate access to campaign transaction data to enable end-to-end financial audits of the programmatic supply chain by certified auditor representatives of advertisers and publishers, including all costs and fees in their individual programmatic supply chains, as part of an agreed audit or reporting process. This does not require access to personal data used in the programmatic supply chain. In this context, the purpose of a financial audit is to examine the accuracy of recorded business transactions in the programmatic supply chain and whether the resulting records (including invoices and statements) completely and accurately reflect the underlying operations and transactions.

- Definitions**
- Audit**: an examination, by an Auditor, of costs and fees charged and paid in the individual programmatic supply chain of the Sponsoring Party relating to transactions carried out under a contractual arrangement with a Vendor, to which the Sponsoring Party (or where the Sponsoring Party is an advertiser, its Agency) is a principal, to provide a service
  - Sponsoring Party**: the advertiser or publisher that is engaging the Auditor to perform the Audit
  - Agency**: if the Sponsoring Party is an advertiser, the advertising agency engaged by that advertiser to act on its behalf in the programmatic ecosystem and which is a principal to a contract with a Disclosing Party
  - Data**: information within the parameters of the Data Fields List about transactions that are within the scope of the Audit, that is accessible to the Sponsoring Party (or, in the case of an advertiser, its Agency), subject to any pre-existing contracts entered into by the Sponsoring Party, and in accordance with the Sponsoring Party's (or, in the case of an advertiser, its Agency's) Terms of Service with the Vendor
  - Data Fields List**: the schedule of agreed data fields from which Data may be requested from a Vendor as set out in [redacted]
  - Audit Permission Letter**: a template letter setting out the Data requested from the Vendor [redacted]
  - Vendor**: a DSP or SSP or network in the Sponsoring Party's programmatic supply chain with which the Sponsoring Party (or, in the case of an advertiser, its Agency) is principal to a contract
  - Disclosing Party**: a Vendor that is providing Data for the purpose of the Audit
  - Contributing Parties**: (Collectively) Vendors asked to contribute Data for the purpose of the Audit

Many thanks for your kind assistance with this Audit.

Regards,

**[SPONSORING PARTY]** **[Approving AGENCY]**

For: Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
I have the authority to bind the corporation.

**[DISCLOSING PARTY]** **[AUDITOR]**

For: Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
I have the authority to bind the corporation.

<sup>1</sup>As agreed by the Taskforce <https://www.isba.org.uk/articles/cross-industry-programmatic-taskforce-principles-of-data-management-for-financial-audits>.  
This is a pre-existing contract, terms, etc.  
This is a pre-existing contract, terms, etc.



ISBA and its members were keen to understand whether programmatic supply chain transparency would be improved by the Taskforce outputs (the Toolkit) produced in response to the 2020 ISBA/AOP/PwC programmatic study.

**This 2022 study set out to test the Toolkit (i.e. the Audit Permission Letter and Data Fields List) in five areas:**

1. Does the Audit Permission Letter (APL) accelerate data access?
2. Does the Data Fields List (DFL) improve data quality?
3. Does improved data quality lead to improved impression match rates?
4. Is the unknown delta reduced?
5. Are there clear actionable next steps?  
(for individual participants, and the industry as a whole)

Our PwC team of data scientists, data engineers, and programmatic specialists collected data from 40+ study participants:

- 11 advertisers
- 7 agencies
- 6 DSPs and 6 SSPs
- 10 publishers

**2022 study participants included:**

 Advertisers	 Agencies	 DSPs	 SSPs	 Publishers
Arla Foods	Havas Media Group	Adform	Ad Manager	Bauer Media
Channel 4	GroupM	Amobee	Index Exchange	Future
Deliveroo		DV360	Magnite	Haymarket
Diageo	MiQ	MediaMath	OpenX	Immediate
Dominos	OMG	The Trade Desk	PubMatic	Independent
PepsiCo		Xandr	Xandr	News UK
Sky		IAB	IAB	Ozone
Tesco	IPA			Rightmove
Vodafone				Telegraph
[+ 2 others]				The Guardian
ISBA				AOP

# 2022 study: highlights (with comparisons to 2020)

## Impressions analysed

Total volume of impressions analysed during the study period:  
1 September 2022 to 31 October 2022.

2020 study

1.3bn

2022 study

1.3bn

## Study duration

Time duration to execute the study:  
onboard participants, access data, analyse, and report

18 months  9 months

## Matchable impressions

Number of impressions served to study publishers via study tech vendors, available to analyse in both buy-side and sell-side data.

267m

104m

## Matched impressions

Number of matchable impressions that were successfully matched from buy-side (DSP) data to sell-side (SSP) data.

31m

61m

## Match rate

Proportion of matchable impressions that were successfully matchable from buy-side (DSP) data to sell-side (SSP) data.

12%



58%

## Unattributable spend / Unknown delta

This represents discrepancies in the 'media cost' i.e. between amounts recorded as leaving the DSP and entering the SSP.

15%



3%

(17% restated)

## Publisher revenue

Proportion of advertiser spend that reaches publishers after applying the supply chain costs analysed in this study (including the unknown delta)

51%



65%

(57% restated)

# Transaction ID



## Next steps for the UK Cross-industry Programmatic Taskforce

**Normalise financial audits of the programmatic supply chain as a routine part of market behaviour, in line with other media channels**

1. Refine the Programmatic Financial Audit Toolkit
2. Define protocols for data retention and transfer
3. Address the need for consistent taxonomies and naming conventions
4. Consider a transaction ID