



B2B Media Exchange

B2B Media Exchange – Inventory Vetting Rules

All inventory shall be audited before being added to the platform. Audits include technology scans using third-party tools and human review.

Technology Review

Integral Ad Science Scan 0- 1,000 (0 bad; 1,000 good) – all scores must be 750 or above.

The domain shall be scanned by Integral Ad Science (IAS) for:

- Drugs (Drg)
- Alcohol (Alc)
- Offensive Language (Off)
- Downloaded Media (DIm)
- Adult (Adt)
- Suspicious Traffic (Sam)
- Hate Speech (Hat)
- TRAQ Score (see below)

IAS also provides a TRAQ score, which is a holistic score of media quality, including: ad fraud, brand safety, ad clutter, and more. Minimum TRAQ score to participate in the B2B Media Exchange is _____.

Pixalate Domain Quality Scans

Pixalate will provide A-F scores for:

- Traffic Quality: equal to or greater than B
- Page Quality: equal to or greater than B
- Brand Safety: equal A
- Social Presence: equal to or greater than C (some sites may not have good social connections)

Human Review

Human review consists of reviewing sites for:

- Content congruent with the brand
- NSFW content
- Non-standard language and images
- A review of site history to ensure the site is a going concern
- Copyright violations
- File sharing
- Social presence
- Pop ups, pop unders
- Redirects
- Lacking content and quality
- Too many ads on pages

Perpetual Review

In addition to auditing the inventory before adding to the platform, BPA will audit each site on the platform once every six months.

Signals for further auditing will include traffic anomalies, internal review requests, and a general sampling of the platform.