



# BE BOLD FOR PUBLISHERS

As part of our Be Bold for Publishers Initiative, TAG has created a simpler and more cost-effective pathway for publishers to achieve the TAG Certified Against Fraud (CAF) seal.

## BACK IN THE DAY...

One of the key requirements for companies looking to achieve CAF is ensuring that 100% of their monetizable transactions are filtered for IVT detection and removal by a qualified third-party.

Up until now, publishers only had two choices to meet that requirement:



### INDEPENDENT AUDIT

Publishers would have to have their in-house technology independently audited to show that they were capable of adequately filtering IVT themselves.



### 3<sup>rd</sup> PARTY HELP

Publishers would have to employ a qualified third-party ad server or anti-fraud vendor to filter 100% of their monetizable transactions.

Both paths have proven cost-prohibitive to many publishers seeking to show that they are doing the right thing when it comes to stopping fraud in the digital ad supply chain.

## THE UPDATE

Effective immediately, TAG will allow publishers to fulfill the requirement that 100% of their monetizable transactions are filtered for IVT detection and removal **by leveraging their relationship with a Supply Side Platform (SSP) that holds a valid CAF Seal.**

This crucial update to TAG's CAF Guidelines will empower a much broader and more diverse group of publishers to reap the benefits of being recognized as TAG Certified.

## THE BENEFITS



### SSP'S VITAL ROLE

SSPs who have achieved CAF have already proven their commitment to stopping ad fraud by achieving the certification. This new pathway reinforces the vital role SSPs play in reducing IVT early in the supply chain.



### STRONGER PARTNERSHIPS

SSPs can show even greater value to their publisher clients, by helping them meet TAG's high anti-fraud standard.

## CONTACT US

For more information on this update, the Certified Against Fraud program, TAG Membership or TAG in general, please email us at [info@tagtoday.net](mailto:info@tagtoday.net)

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