



KEYWORD EXCLUSION TOOLSET

Continuing the **Be Bold for Publishers initiative**, TAG is strengthening brand safety and protecting publishers from overblocking with the Keyword Exclusion List Toolset.

CURRENT STATE

Keyword exclusion lists are a core component of most brand safety strategies, but they are also one of the most problematic for publishers. Too often, such exclusion lists encompass not only effective and targeted terms, but also keywords that are overly broad, irrelevant, or outdated. In addition, once added to a list, keywords are rarely removed, even if the term is no longer effective or related to the advertiser's brand safety strategy.

Keywords are only as effective as the process by which they are selected, reviewed, and updated, yet the digital advertising industry has lacked a standard playbook of best practices for the use of keyword exclusion lists or a practical toolset to manage those efforts.

THE TOOL

As part of the Be Bold for Publishers initiative, the **TAG Keyword Exclusion Toolset represents a strategic response to these challenges.**

The toolset includes three main elements:



ALWAYS BLOCK KEYWORD LIST

Compiled in collaboration with the TAG Community, the list identifies specific words and phrases that have broadly been deemed inappropriate for brand association.



KEYWORD MAINTENANCE TOOL

This tool sets a new standard for keyword exclusion lists by integrating metadata fields into the process. It also enables stakeholders to submit, collaborate, and track potential additions.



BEST PRACTICES GUIDE

This guide provides detailed advice on managing keyword exclusions effectively to ensure accurate brand safety without overly limiting content reach.

THE BENEFITS



SIMPLIFIED AND STANDARDIZED

The tool streamlines advertisers' and platforms' processes by incorporating baseline keywords, facilitating modifications, and managing exclusions in real-time.



BE BOLD FOR PUBLISHERS

The Keyword Exclusion Toolset broadens brand-suitable content, increases user engagement, and minimizes revenue losses due to excessive blocking.



INDUSTRY BEST PRACTICES

Crafted through industry collaboration and TAG Community input, the tool creates a baseline of best practices for all participating companies.

CONTACT US

For more information on this update, the Brand Safety Certified program, TAG Membership or TAG in general, please email us at info@tagtoday.net