Five tips for quality traffic on your programmatic campaigns

Programmatic trading is showing a steep growth curve. And with this steep growth curve some challenges are bound to come up. We actively help our clients turn those challenges to their advantage. Quality traffic will be the big differentiator for successful programmatic digital marketing. To ensure quality traffic and leads for you, we continuously help our clients to spot and prevent fraudulent traffic and ad fraud before it has an impact on their campaign metrics. Expert knowledge of the programmatic ecosystem is crucial in safeguarding campaign budgets. We are happy to share a few takeaways with you on how we make this happen.

1. Carefully monitor clicks and impressions

Our media traders vigorously monitor impressions and clicks on your ads to ensure brand safety. For this, we use both automated systems and human reviews, analysing all ad clicks and impressions for any invalid click activity that may artificially drive costs. We analyse clicks and impressions to determine whether they fit a pattern of use that may artificially drive up costs. Some examples of this activity include clicks or impressions generated by unethical users and automated robots and traffic sources. Our team is dedicated to detecting invalid activity using several specialised tools and a wide variety of techniques based on extensive experience tracking and monitoring user behaviour and analysing scenarios. By analysing impressions, clicks, conversions, relevant customer data, behaviour based on IP addresses, and many other factors, our tools are able to quickly spot fraud and blacklist those and similar sites to prevent future fraudulent media buys. This means that for every media buy that doesn't deliver the required results, we automatically avoid future purchases with that publisher. That alone helps to eliminate ad fraud.

2. Preferred deals

We love using preferred deals for our clients, quality traffic is guaranteed because you know the inventory partner. Using this programmatic buying option will get you guaranteed quality inventory at a pre-negotiated price from established and trusted partners. You will get a "first look" at inventory that the website predefined, by ad unit. We get you great preferred deal benefits and were amongst the first programmatic trading desks to fully embrace the power of preferred deals. We have been on the forefront of the first ad exchanges and have worked closely together with publishers, advertisers and agencies across the globe to shape understanding and perspective of the unique possibilities offered. Through the technology we use we can deploy preferred deals with all major networks and exchanges. We have forged strong partnerships with leading publishers, networks, sales houses and SSPs in order to attain the best possible opportunities for you.

3. Private auctions and marketplaces

In a private marketplace, only specific advertisers and buyers are allowed to participate. Publishers make a portion of their non-guaranteed inventory available for you at a minimum bid prices. Using this option also ensures quality traffic from trusted partners while also fully leveraging the power of the auction-based RTB model.

4. Ranking and common sense

Does it make sense if 50% of conversions on a Dutch airline campaign come from an obscure Chinese news site? Do the CTRs make sense? What tags are loading on the website you are targeting? We recommend our customers to keep an eye out and use [Ghostery](#) to spot suspicious tag loads. Their first domain verification service help demand platforms authenticate ad inventory in real time. It provides invaluable transparency and verification about the actual domains used in any programmatic ad-transaction, and empowers you with greater bid management control. Install [WebRankStats](#) to check the relevant qualitative metrics and ranks of the sites that drive traffic to your campaigns and ensure that your ad implementation complies with standards, and that you haven't paid for traffic from an unreliable source. We have a wide range of proprietary and licensed tools at the fingertips of our traders that secure these interests for our clients at scale.

5. Fighting fraud using DoubleClick Bid Manager

A new feature in DoubleClick Bid Manager is released that automatically prevents you from buying bad quality or out-of-view ad slots when using DBM as your DSP. Viewability and Active View help measure whether an ad was actually shown on a screen. The vast majority of non-viewable ad impressions are legitimate ads that are intended to be seen by a user, but were not viewed due to various ways people interact with content on the web. Active View gives you actionable reporting on ad viewability. However, some bad actors deliberately hide ads to boost their ad impression numbers, resulting in advertisers paying for ads that have no chance of ever being seen.

Read more on the steps DoubleClick is taking on ad fraud control
[Investing in a cleaner, more accountable web with spider.io](#)

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