

Ad Quality Quick Start Guide

Use this guide to learn the basics for Publishers



Getting Started

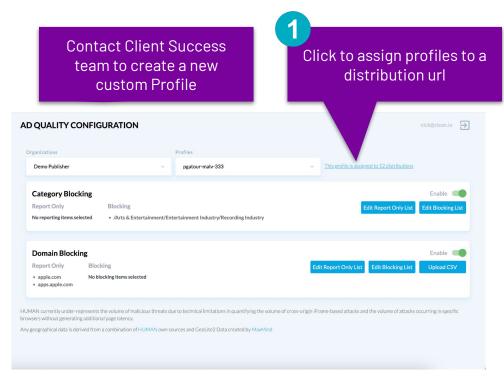
Setting Up Custom Profile

Save group of configuration settings

- Use default profile already created or contact <u>Client Success</u> to request additional Profiles for different needs
- Apply settings to sites by assigning the Profile to the distribution the site uses

IMPORTANT

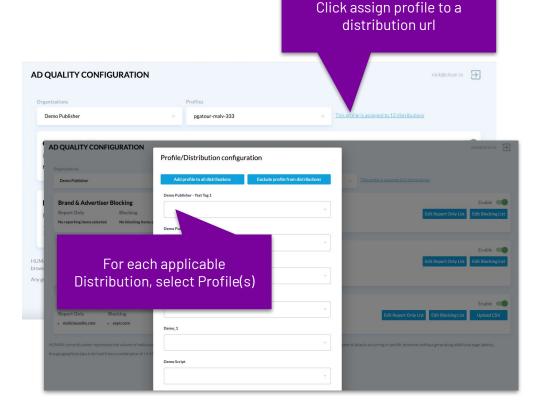
If you have a need for different settings for different sites but currently only use 1 Distribution URL, then a new distribution URLs will be created and applied to the site to use a different profile.



Assigning Profiles to Sites

Enable customized blocking for sites

Multiple Profiles can be assigned to a distribution

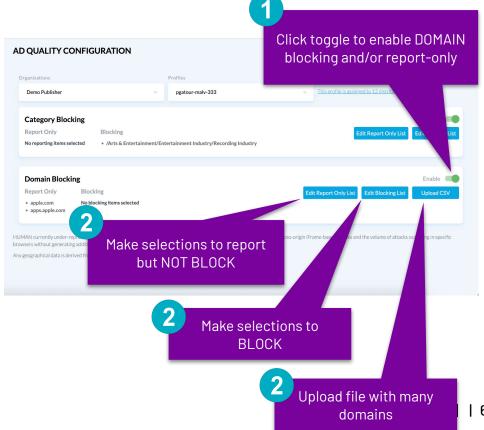


AQ Configuration Walthrough

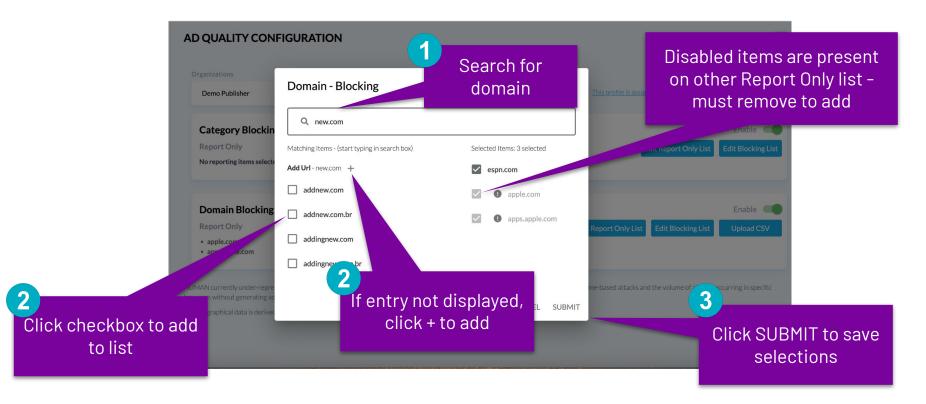
Domains | Enabling and configuring blocking

Manage lists for blocking or monitoring

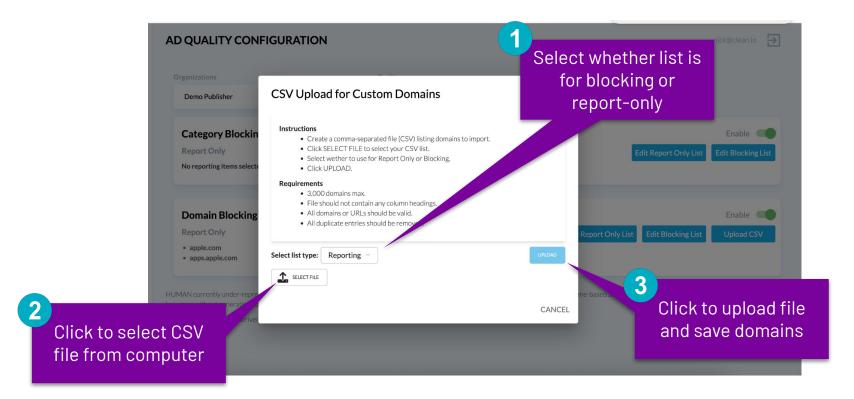
- Must toggle ENABLE to activate and allow selections to be saved
- Use EDIT buttons to launch selection window for each list
- Domains can be added to Blocking or Report Only list but not both



Domains | Adding & removing from your list



Domains | Uploading large lists of domains



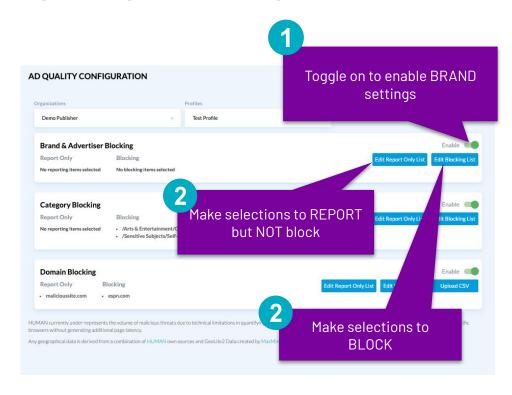
Brands | Enabling and configuring blocking

Manage lists for blocking or monitoring

- Must toggle ENABLE to activate and allow selections to be saved
- Use EDIT buttons to launch selection window for each list
- Brands can be added to Blocking or Report Only list but not both

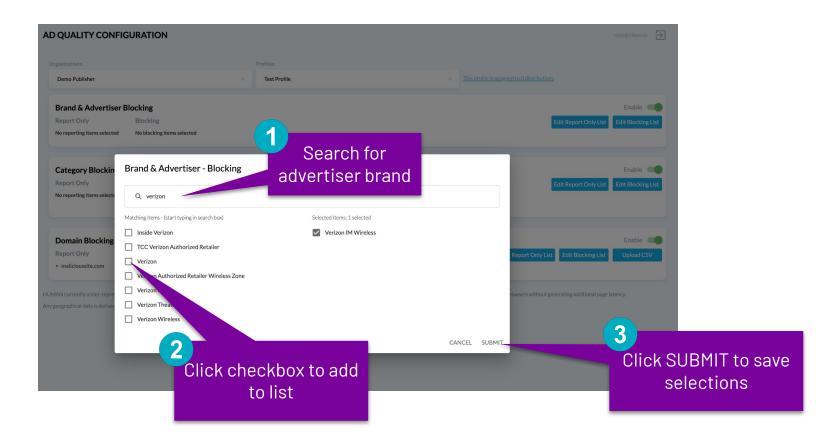
IMPORTANT

If desired brand is not available, use Domain blocking for desired outcome.



Brands | Adding and removing from your list

HUMAN Confidential, 2024



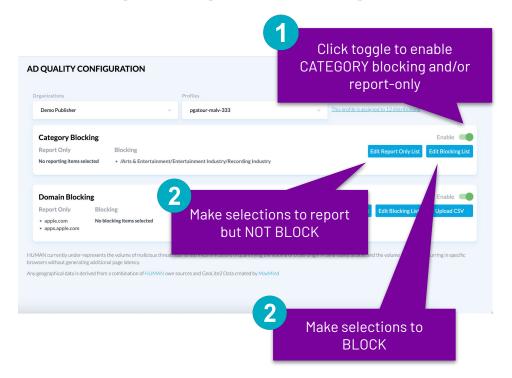
Categories | Enabling and configuring blocking

Manage lists for blocking or monitoring

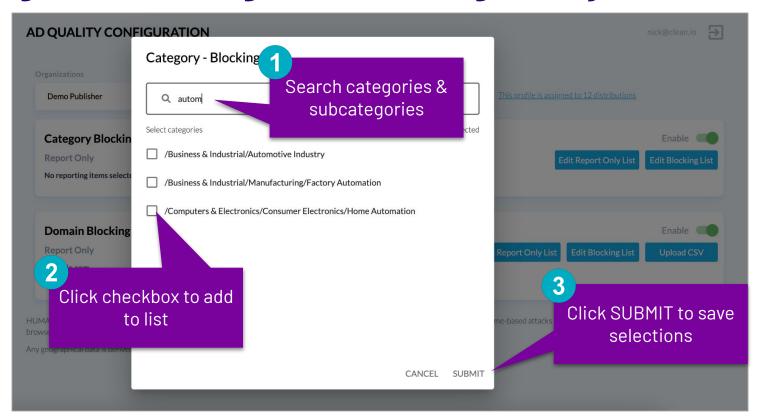
- Must toggle ENABLE to activate and allow selections to be save
- Use EDIT buttons to launch selection window for each list
- Categories can be added to Blocking or Report Only list but not both

IMPORTANT

Dashboard uses CUSTOM list of categories that is more detailed that IAB versions. If specific IAB categories desired, choose equivalent options from our comprehensive list.



Categories | Adding and removing from your list



Need To Know

Find the answers to common starting questions

Q: So do I need to reach out to my suppliers to get rid of unwanted ads, or should I just use this instead?

A: We still recommend working with partners to apply your own requirements, and reduce the amount of bids from unwanted advertisers. We are 'last mile' of protection, enabling prompt remediation to complaints/issues and providing a backstop against ads that evade filter settings with partners.

Q: If I add or remove a new entry into the dashboard, how quickly does it take effect?

A: The entry will go live within the next 24 hours.

Q: What if I receive a report of an ad that I think should be blocked?

A: First verify the general category, brand or domain is in fact selected or added to the Ad Quality settings. If you are unsure you may also grab a sample of the creative to validate that exact domain has been or should be added. The creative may be rendering as the domain on the creative related to the brand, category or domain blocklist does not match the expected domain precisely.

Q: Where can I find reporting on specific domains, brands and categories?

A: Dashboard provides volume trends on number of blocked ads (or Report Only) based specific Category, Brand or if blocked by Domain. More granular reporting on specific domains of any blocked ad (even if blocked by Category or Brand) will be made available in the dashboard soon.

Q: How does blocking work?

A: Blocking is first attempted at the auction level (for Prebid only) to remove the bid and then at the page-level to block ads from other sources, as well as any Prebid ads that couldn't be filtered at the auction.

Q: Does any re-auctioning take place? What happens if we block an ad?

If the bid is blocked, auction continues and acceptable ad is selected. If blocked on-page, blank ad displays but no re-auction.