



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 [Client Success](#) 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.

Contact Client Success team to create a new custom Profile

1

Click to assign profiles to a distribution url

The screenshot displays the 'AD QUALITY CONFIGURATION' interface. At the top, it shows 'Organizations' with 'Demo Publisher' selected and 'Profiles' with 'pgatour-malv-333' selected. A link indicates 'This profile is assigned to 12 distributions'. Below this, there are two main sections: 'Category Blocking' and 'Domain Blocking'. Each section has 'Report Only' and 'Blocking' tabs, an 'Enable' toggle, and buttons for 'Edit Report Only List' and 'Edit Blocking List'. The 'Category Blocking' section shows 'No reporting items selected' and a list of categories: '/Arts & Entertainment/Entertainment Industry/Recording Industry'. The 'Domain Blocking' section shows 'No blocking items selected' and a list of domains: 'apple.com' and 'apps.apple.com'. At the bottom, there is a disclaimer: 'HUMAN currently under-represents the volume of malicious threats due to technical limitations in quantifying the volume of cross-origin iFrame-based attacks and the volume of attacks occurring in specific browsers without generating additional page latency. Any geographical data is derived from a combination of HUMAN own sources and GeoLite2 Data created by MaxMind.'

Assigning Profiles to Sites

Enable customized blocking for sites

- Multiple Profiles can be assigned to a distribution

Click assign profile to a distribution url

The screenshot displays the 'AD QUALITY CONFIGURATION' interface. At the top, there are dropdown menus for 'Organizations' (set to 'Demo Publisher') and 'Profiles' (set to 'pgatour-malv-333'). A link indicates 'This profile is assigned to 12 distributions'. Below this, a 'Profile/Distribution configuration' modal is open, featuring two buttons: 'Add profile to all distributions' and 'Exclude profile from distributions'. The modal also shows a dropdown for 'Demo Publisher - Test Tag 1'. In the background, the 'Brand & Advertiser Blocking' section is visible, with 'Report Only' and 'Blocking' tabs. The 'Blocking' tab shows a list of domains: 'maliciousite.com' and 'espn.com'. A purple callout box points to the 'Add profile to all distributions' button with the text: 'For each applicable Distribution, select Profile(s)'. The bottom of the interface shows a table with columns for 'Report Only' and 'Blocking', and a footer note: 'HUMAN currently under-represents the volume of malicious attacks occurring in specific browsers without generating additional page latency.'

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

AD QUALITY CONFIGURATION

Organizations: Demo Publisher | Profiles: ppatour-malv-333

Category Blocking

Report Only | Blocking

No reporting items selected | /Arts & Entertainment/Entertainment Industry/Recording Industry

Domain Blocking

Report Only | Blocking

No blocking items selected

apple.com
apps.apple.com

Enable:

Edit Report Only List | Edit Blocking List | Upload CSV

HUMAN currently under-represents...
Any geographical data is derived from...

1
Click toggle to enable DOMAIN blocking and/or report-only

2
Make selections to report but NOT BLOCK

2
Make selections to BLOCK

2
Upload file with many domains

Domains | Adding & removing from your list

The screenshot shows the 'AD QUALITY CONFIGURATION' interface, specifically the 'Domain Blocking' section. A search box contains 'new.com'. Below it, a list of 'Matching Items' is shown with checkboxes. Three items are selected: 'espn.com', 'apple.com', and 'apps.apple.com'. A 'SUBMIT' button is visible at the bottom right of the search results area. Three callout boxes provide instructions: 1. 'Search for domain' points to the search box. 2. 'Click checkbox to add to list' points to the checkbox for 'addnew.com'. 3. 'Click SUBMIT to save selections' points to the SUBMIT button. A fourth callout box states 'Disabled items are present on other Report Only list - must remove to add' pointing to the 'apple.com' and 'apps.apple.com' items.

1 Search for domain

2 Click checkbox to add to list

3 Click SUBMIT to save selections

Disabled items are present on other Report Only list - must remove to add

2 If entry not displayed, click + to add

Domains | Uploading large lists of domains

AD QUALITY CONFIGURATION

Organizations

Demo Publisher

Category Blocking

Report Only

No reporting items selected

Domain Blocking

Report Only

- apple.com
- apps.apple.com

HUMAN currently under-represented in advertising with its generative AI capabilities. This is a data-based solution.

click@clean.io

CSV Upload for Custom Domains

Instructions

- Create a comma-separated file (CSV) listing domains to import.
- Click SELECT FILE to select your CSV list.
- Select whether to use for Report Only or Blocking.
- Click UPLOAD.

Requirements

- 3,000 domains max.
- File should not contain any column headings.
- All domains or URLs should be valid.
- All duplicate entries should be removed.

Select list type: Reporting

SELECT FILE

UPLOAD

CANCEL

Enable

Edit Report Only List Edit Blocking List

Report Only List Edit Blocking List Upload CSV

Enable

1 Select whether list is for blocking or report-only

2 Click to select CSV file from computer

3 Click to upload file and save 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.

The screenshot shows the 'AD QUALITY CONFIGURATION' interface. At the top, there are dropdowns for 'Organizations' (set to 'Demo Publisher') and 'Profiles' (set to 'Test Profile'). Below this, there are three main sections: 'Brand & Advertiser Blocking', 'Category Blocking', and 'Domain Blocking'. Each section has an 'Enable' toggle switch, an 'Edit Report Only List' button, and an 'Edit Blocking List' button. The 'Enable' toggle for 'Brand & Advertiser Blocking' is highlighted with a callout box labeled '1' containing the text 'Toggle on to enable BRAND settings'. The 'Edit Report Only List' button for 'Category Blocking' is highlighted with a callout box labeled '2' containing the text 'Make selections to REPORT but NOT block'. The 'Edit Blocking List' button for 'Domain Blocking' is highlighted with a callout box labeled '2' containing the text 'Make selections to BLOCK'. At the bottom of the interface, there is a disclaimer: 'HUMAN currently under-represents the volume of malicious threats due to technical limitations in quantifying... browsers without generating additional page latency. Any geographical data is derived from a combination of HUMAN own sources and GeoLite2 Data created by MaxMind.' There is also an 'Upload CSV' button in the 'Domain Blocking' section.

Brands | Adding and removing from your list

AD QUALITY CONFIGURATION nick@clean.io

Organizations: Demo Publisher | Profiles: Test Profile [This profile is assigned to 0 distributions](#)

Brand & Advertiser Blocking

Report Only: No reporting items selected | Blocking: No blocking items selected

Enable: | [Edit Report Only List](#) | [Edit Blocking List](#)

Brand & Advertiser - Blocking

Report Only: No reporting items selected

Search:

Matching Items - (start typing in search box)

- Inside Verizon
- TCC Verizon Authorized Retailer
- Verizon
- Verizon Authorized Retailer Wireless Zone
- Verizon
- Verizon Theat
- Verizon Wireless

Selected Items: 1 selected

- Verizon IM Wireless

[Report Only List](#) | [Edit Blocking List](#) | [Upload CSV](#)

Enable: | [Report Only List](#) | [Edit Blocking List](#) | [Upload CSV](#)

HUMAN currently under-repre... Any geographical data is deriva... | ...rowsers without generating additional page latency.

1 Search for advertiser brand

2 Click checkbox to add to list

3 Click SUBMIT to save selections

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 than IAB versions. If specific IAB categories desired, choose equivalent options from our comprehensive list.

The screenshot displays the 'AD QUALITY CONFIGURATION' interface. At the top, there are dropdown menus for 'Organizations' (set to 'Demo Publisher') and 'Profiles' (set to 'pgatour-malv-333'). Below this, the 'Category Blocking' section is active, with an 'Enable' toggle switch turned on. It shows 'Report Only' and 'Blocking' options, with the 'Blocking' option selected. A list of categories is shown, including '/Arts & Entertainment/Entertainment Industry/Recording Industry'. There are 'Edit Report Only List' and 'Edit Blocking List' buttons. A callout bubble labeled '1' points to the 'Enable' toggle, stating 'Click toggle to enable CATEGORY blocking and/or report-only'. Below the 'Category Blocking' section is the 'Domain Blocking' section, also with an 'Enable' toggle switch turned on. It shows 'Report Only' and 'Blocking' options, with 'No blocking items selected' displayed. There are 'Edit Blocking List' and 'Upload CSV' buttons. A callout bubble labeled '2' points to the 'Blocking' option, stating 'Make selections to report but NOT BLOCK'. Another callout bubble labeled '2' points to the 'Blocking' option, stating 'Make selections to BLOCK'. At the bottom of the dashboard, there is a disclaimer: 'HUMAN currently under-represents the volume of malicious threats due to technical limitations in estimating the volume of cross-origin frame-based attacks and the volume of threats occurring in specific browsers without generating additional page latency. Any geographical data is derived from a combination of HUMAN own sources and GeoLite2 Data created by MaxMind.'

Categories | Adding and removing from your list

The screenshot displays the 'AD QUALITY CONFIGURATION' interface. A modal window titled 'Category - Blocking' is open, showing a search bar with 'autom' entered. Below the search bar, there are three categories with checkboxes: '/Business & Industrial/Automotive Industry', '/Business & Industrial/Manufacturing/Factory Automation', and '/Computers & Electronics/Consumer Electronics/Home Automation'. The modal also includes 'CANCEL' and 'SUBMIT' buttons at the bottom. Three purple callout boxes with white text and numbers provide instructions: 1. 'Search categories & subcategories' points to the search bar. 2. 'Click checkbox to add to list' points to the first checkbox. 3. 'Click SUBMIT to save selections' points to the SUBMIT button.

AD QUALITY CONFIGURATION

nick@clean.io

Organizations

Demo Publisher

Category Blocking

Report Only

No reporting items selected

Domain Blocking

Report Only

HUMAN

browse

Any geographical data is derived

Category - Blocking

1 Search categories & subcategories

2 Click checkbox to add to list

3 Click SUBMIT to save selections

Q autom

Select categories

/Business & Industrial/Automotive Industry

/Business & Industrial/Manufacturing/Factory Automation

/Computers & Electronics/Consumer Electronics/Home Automation

CANCEL SUBMIT

This profile is assigned to 12 distributions

Enable

Edit Report Only List Edit Blocking List

Report Only List Edit Blocking List Upload CSV

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 blacklist 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.