YOUTUBE
Brand Suitability Validator
Case Study
Over the past several years, YouTube has made progress on improving brand safety and suitability controls available to protect clients’ brands. In order to help clients navigate the growing options across the platform, Mediabrands partnered with YouTube and Google to further streamline the adoption and monitoring of suitability settings to ensure that our client interests are better protected.

As part of this effort, we worked closely with Google in 2020 to adopt the Brand Suitability Validator (BSV). Using BSV as a monitoring tool, we could achieve greater control in ensuring that our teams are implementing the correct settings when setting up campaigns on the platform.

This document details this initiative, and the great results that were achieved as a result of this partnership.
OBJECTIVES AND OVERVIEW

WHAT PROBLEM WERE WE TRYING TO SOLVE?

Running thousands of YouTube campaigns simultaneously across the globe can be a challenging task. It can create logistical issues around trying to deliver consistent quality control across all campaign settings, which we needed to address to ensure that we are delivering consistently high standards of brand safety for our clients around the globe.

WHAT WAS THE AMBITION OF THE PROJECT?

To deliver the most efficient suitability control strategy for our clients. Given the fast paced nature of our YouTube buying strategy, we needed to find an approach that allowed us to infuse real time monitoring into our solutions.

WHAT WAS OUR PROPOSED SOLUTION?

To ensure proper implementation of suitability controls, we worked with Google to monitor settings through the Brand Suitability Validator. IPG is the only agency holding group to adopt this at scale and partnered with Google to improve our buying control on YouTube.
HOW DOES THE BSV WORK?

✓ Brand Suitability Validator

CLIENTS

To ensure that we were able to extract learnings from as big a cross section of clients as possible, we agreed to test the Brand Suitability Vendor with 10 clients from local (US), regional (EMEA) and global accounts. We then adopted their settings into the BSV as described below.

CAMPAIGN SET-UP

Setting up Brand Preference
Each brand/client defined what types of content they want to run ads on YouTube in Brand Suitability settings for all YouTube campaigns.

Creating Campaigns
Sellers set up brand control during the campaign creation in buying platform.

Validation
BSV compares defined preferences against actual campaign settings for active and future campaigns from Google Ads, DV360 & YT Reserve. This was benchmarked at 5 milestones throughout 2020.
WHAT SETTINGS WERE BEING VALIDATED?

Below is an overview of the settings available on YouTube. For each client the parameters were set within these, and the BSV was set to monitor compliance.

<table>
<thead>
<tr>
<th>Settings</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Inventory Modes</strong></td>
<td>Primary tool for content exclusions. It raises the bar on what is suitable for most brands, while allowing you to choose a level of suitability that is right for your brand.</td>
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<td><strong>Content Type Controls</strong></td>
<td>These controls allow you to opt-out of placements on livestreams, embedded videos and in-game video.</td>
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<td><strong>Digital Content Labels</strong></td>
<td>Digital content labels classify videos into ratings, like DL-G, DL-PG &amp; DL-T.</td>
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<td><strong>Topic Controls</strong></td>
<td>You can also opt-out of certain topics like cars and music to keep your ads off videos whose themes aren't relevant to your brand.</td>
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<tr>
<td><strong>Keyword &amp; Placements Controls</strong></td>
<td>You can opt-out of terms, channels or video IDs so your ads won’t appear when a user searches or the term matches the video’s title or description.</td>
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</tbody>
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As a result of utilising the validator, **Zero %** error rate was achieved at every end of month milestone

*The spike in activity is campaigns going live without correct set-up, however the BSV enabled us to rectify this ahead of the next check in.*
THE RESULTS

SIGNIFICANTLY GREATER CONTROL

Having multiple large scale clients with thousands of campaigns live at any one time creates opportunity for error in set-up. When the BSV is utilised, our findings showed that we were able to increase our campaign set-up control to achieve 100% adoption of the correct buying controls.

TESTIMONIALS

“The BSV helped us improve our YouTube campaign settings’ control significantly. Brand Safety and Suitability is an important part of what we do, and managing this across multiple markets can be difficult, so having the BSV in place creates assurances that weren’t available previously.”

Stefan Martens – Digital Lead EU, Rufus

“At Mediabrands, we are always pushing for publishers to provide tools so that we can consistently apply their on-platform brand safety controls. Scaling the Brand Safety Validator, developed in partnership with Google for YouTube, has helped our teams better protect our clients as the first step in our YouTube brand safety toolkit.”

Joshua Lowcock – Global Brand Safety Officer, Mediabrands