shopping24
a mrge company

shopping24

Brand Safety Program

About us
What does shopping24 do?

Our team of experts brings the two worlds of advertisers and publishers together. We develop tailored solutions to expand and monetize the product range or content.

We offer for you as online shop operator efficient ways to highlight your products, increase your brand awareness and set yourself apart from the competition.

Traffic sources and traffic types
Where is your brand visible?

Traffic sources
- Own portals
- Editorial pages
- Communities
- Product search engines
- Meta search engines
- (Price) comparison sites
- Review portals
- Online marketplaces
- Ad technology providers

Traffic types
- Display
- Native
- Search suggestions
- In-Text advertising
- Exclusive ad placements

Our service for your brand safety
Double security for your brand

In order to increase your sales effectively we offer you access to our network of high-traffic and strong performing publishers. A cooperation based on trust on both sides is our top priority next to an individual campaign management.

Unfortunately we cannot provide you with a list of publishers tailored to your campaign.

In addition to the visibility of your brand, ensuring placement in a trusted environment is key.
For this reason, we have set up a two-step process that ensures the placement of your brand in a desired environment.
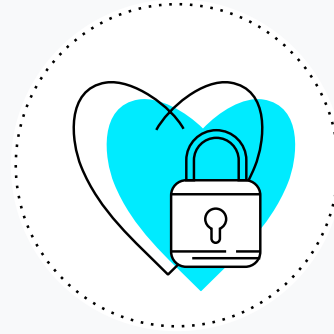
Short-term profit maximization is not our goal. We want to sustainably increase your sales and build a partnership based on trust.

Step 1
Manual approval of publishers

Every single publisher is reviewed according to the highest quality standards in order to ensure that your campaign is only visible on websites with up-to-date content and consistent traffic.

Approval under the following steps:
- Content review to exclude unwanted publishers:
  - → Websites without imprint or legal notice
  - → Websites which are unfinished or under construction
  - → Websites with illegal or inappropriate content (pornographic, sexual, discriminatory, radical, indecent)
- Constant checks on traffic and environment of content placement
- Risk control designed to identify companies with a poor image among users or in the online marketing industry

Step 2
Regular quality control

shopping24 has more than fifteen years of performance marketing experience. We analyze daily several million data points and offer professional expertise in detecting and preventing unwanted traffic. Our brand safety team works continuously on providing our customers with the best possible results, identifying inappropriate environments and protecting your brand.
This includes the following services:

General controls:
- Regular checks for grievances such as brand bidding
- Content from top publishers are constantly checked to ensure its up-to-dateness

Quality controls:
- We ensure that content is updated regularly
- We match redirects in our database
- We analyze the traffic of our publishers on a regular basis

Conversion and Fraud Controls:
- Too short click-to-conversion time: The time between the call to the publisher and the completion of the transaction is too low
- No conversions: Despite the high number of clicks from the publisher, the advertisers offer achieves no conversions for 24 hours or longer
- A new connection between publisher and offer creates a conversion rate of 0,5% or lower
- A connection between publisher and offer has a rejected conversion of 40% or more
- A connection between publisher and offer receives more than 10% of its conversions from the same IP address within seven days

In addition, each brand has individual requirements. As an advertiser you always have the option and control over the environment in which you want to present your brand. Contact your account manager for custom traffic settings. We enable blacklisting options for publishers in whose settings you do not want your brand to be visible.

Do you have further questions?
Contact our brand safety expert from our advertiser team and receive more information about how we protect your brand!

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