



**TPP**

**TARGETED**

**PROGRAMMATIC**

**PROSPECTING**

**TSR**

# OUR APPROACH TO TPP

## FIRST-CLASS TECHNOLOGY

Passionate about providing ROI and staying ahead of the market, we're always evolving with new technology and making improvements to drive our programmatic offering and ensure we deliver a high-value package to our clients.

Our brand-safe programmatic proposition leverages our world-class, unique data and offers sector-leading transparency.

## FUTURE-PROOFED

As the investment in digital ad spend becomes increasingly relevant, it's important to know you're influencing your target market with confidence.

WE OPTIMISE  
YOUR CREATIVE  
AND TARGETING  
TO MEET  
CONVERSION  
GOALS

OUR IN-HOUSE  
PROGRAMMATIC  
EXPERTS WILL  
MAKE YOUR  
SPEND WORK  
HARDER

WE ONLY BUY  
HIGHLY  
VIEWABLE ADS

# BRAND SAFETY

**DTSG**  
UK BRAND SAFETY

**JIC|WEBS**

VALID TO:

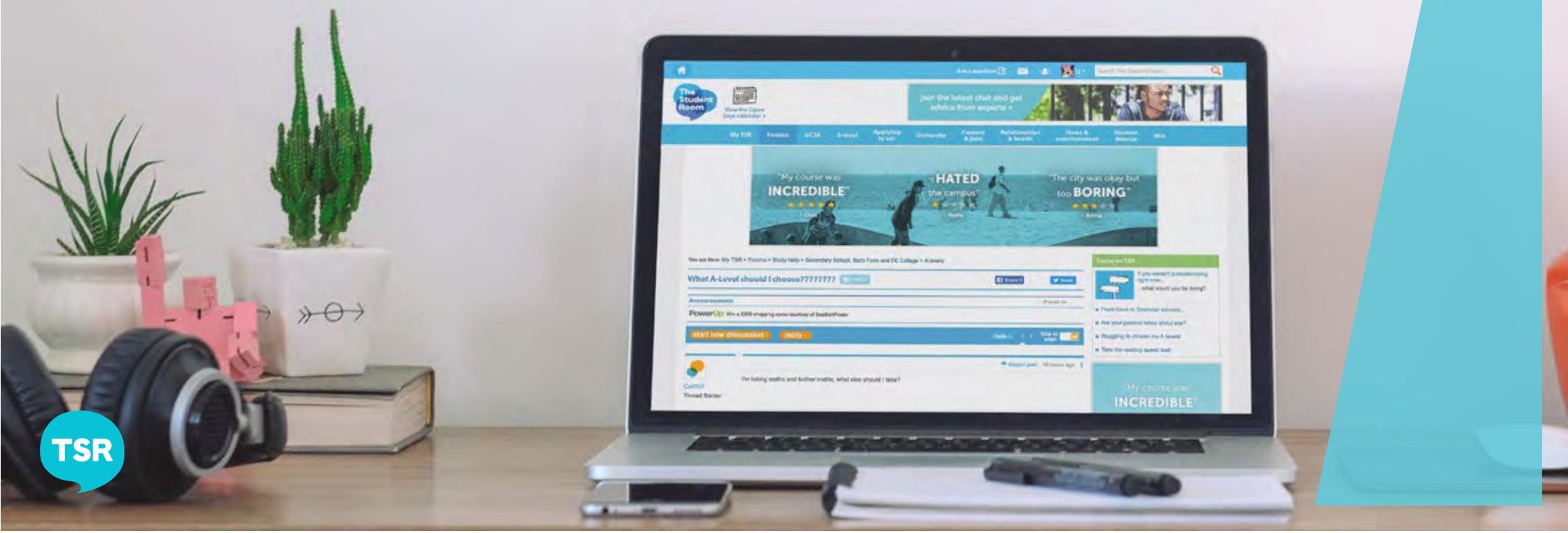


JANUARY 2019

## PROTECT YOUR BRAND'S REPUTATION

Brand risk refers to the misplacement of digital ads. It's the impressions flagged on a webpage that may be inappropriate or harmful for your brand to associate with. We've worked hard to ensure our programmatic proposition is completely brand safe and **we're the only Education agency or media company to be DTSG verified for our digital advertising and brand safety best practice principles.**

JICWEBS is the UK's joint industry committee for web standards and is recognised widely for its efforts to encourage guidance, trust and transparency in the digital advertising industry. Our verified status gives our clients the confidence and piece of mind their brand is protected, and the relevant steps are being taken to ensure total brand safety.



TSR

# VIEWABILITY

## AN AD SERVED DOESN'T MEAN AN AD VIEWED

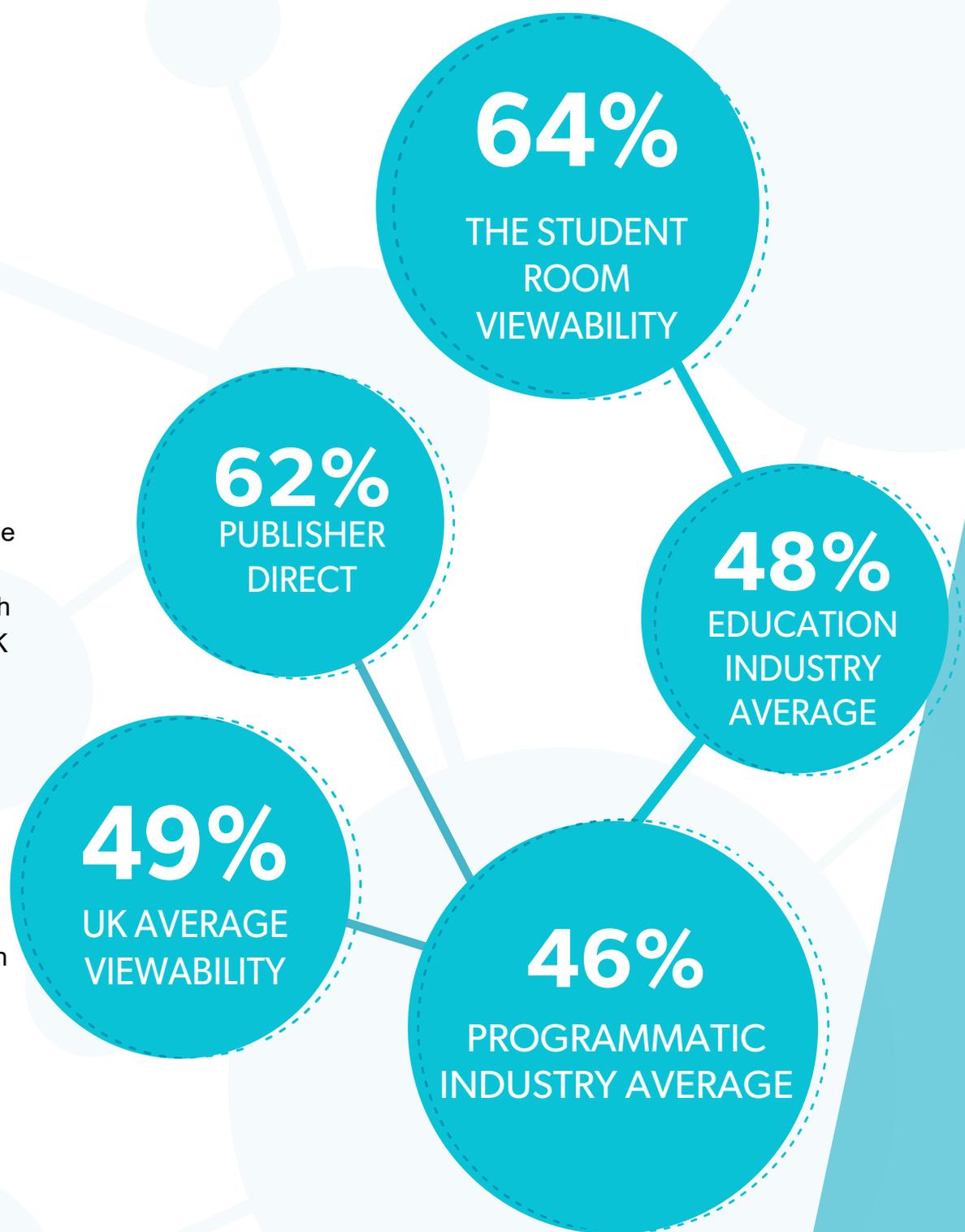
Viewability is the online advertising metric tracking the impressions seen by users.

A viewable impression is an ad that's at least 50% visible in an area of a web page for at least one second.

Meetrics\* state the UK average viewability is 49%, which means more than half of the ads served online in the UK are not being seen by users.

## OUR JOURNEY TO IMPROVE VIEWABILITY

We've been working hard to boost our viewability by making improvements to the site and ad clutter. As a result our site-wide viewability is significantly higher than the education industry average, and we're proud of it.



# AD FRAUD



TSR

## ENSURE YOUR ADS ARE DELIVERED

Ad fraud is any deliberate activity preventing the proper delivery of ads getting to the right people at the right time, in the right place.

Below shows the percentages of which the industry is not optimised against ad fraud (not using ad fraud prevention technology).

4.9%  
PROGRAMMATIC  
AVERAGE

0.5%  
OUR  
AVERAGE

1.0%  
PUBLISHER  
DIRECT

\*Data taken from IAS Media Quality Report H2

# LET'S TALK

## MAKE YOUR PROGRAMMATIC WORK HARDER

Find out more about how we use world-class technology and our unique first party data to target students and young people across the web.

hello@thestudentroom.com  
0800 999 3222

