



news release

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FOR IMMEDIATE RELEASE

Sociomantic Labs earns TAG's Anti-Fraud seal with certification from BPA Worldwide's iCompli

Shelton, CT April 11, 2017 – Berlin, Germany-based Sociomantic Labs GmbH announced it is one of the latest companies to receive TAG's ([The Trustworthy Accountability Group](#)) "certified against fraud" seal through independent, third-party certification from BPA Worldwide's iCompli division.

"Recent industry-wide concerns such as ad fraud, viewability and transparency had motivated us at Sociomantic to develop automated mechanisms to evaluate inventory quality in order to protect the brand safety of our advertising clients," explained Alex Haardt, Solutions Architect, Sociomantic Labs. "However, we fully acknowledge that issues such as ad fraud will not be solved by individual entities — a joint, industry-wide effort is necessary to ensure fraudsters are kept from abusing the complexities of media trading landscape. This is why cross-industry initiatives such as TAG are important, and participating companies need to do more than register their interests. Having compliant companies' anti-fraud programs vetted independently upholds the group's adherence to accountability. We chose BPA Worldwide to perform the independent certification because of its own commitment to transparency. Given the complexities associated with the MRA certification, BPA's thorough and careful audit was handled in a timely, well-structured manner."

A central program in TAG's transparency initiative, the Certified Against Fraud program is designed to combat the negative impact of fraudulent online traffic. The program provides companies with Anti-Fraud Guidelines, as well as a suite of anti-fraud tools to aid in compliance. Some of these tools include the Payment ID Protocol, Data Center IP List, and the Domain Fraud Threat List.

"We congratulate Sociomantic for taking the additional steps of third-party assurance to these standards," explained Richard Murphy, BPA's Senior Vice President of Technology Assurance. "They are taking a leadership position by independently validating their compliance with TAG's Anti-Fraud guidelines and should be applauded for helping to bring the digital marketplace another step toward full accountability."

As an approved certification provider to TAG's Anti-Fraud program, BPA's iCompli division verified that Sociomantic is in compliance with the Media Rating Council (MRC) Invalid Traffic Guidelines, as well as adoption of the TAG Payment ID Protocol which ensures that payments made in the digital advertising ecosystem are going to legitimate companies.

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About BPA Worldwide. BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on BPA and its services, please visit the [website](#).

About Sociomantic. Sociomantic Labs, a dunnhumby company, provides personalised display advertising solutions to reach people online, on mobile web and in-app. The company's proprietary platform enables the world's leading advertisers and agencies to harness the value of CRM and other first-party data assets to deliver individually personalised, dynamic ads for every stage of the customer lifecycle. This results in broader reach, more new customers and increased loyalty of existing customers.

Sociomantic was founded in Berlin in 2009, and today serves advertisers in more than 70 countries across six continents.