
The War on Discrepancies:

Where We Are and Where We Are Going

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History Lesson: A Day in the Life...

"5 Stages of Discrepancies"

MyGreatSite Invoice

Discrepancy: 5%
Discrepancy: 105%
Discrepancy: 31%
Discrepancy: 66%
Discrepancy: 2%
Discrepancy: 208%
Discrepancy: 1%
Discrepancy: 23%
Discrepancy: 42%

1. Denial: "What discrepancies?"

2. Anger: "ARGH! Discrepancies!"

3. Bargaining: "Can you pay me please?"

4. Depression: "Man, what's the point."

5. Acceptance: "If you can't beat 'em..."

History Lesson: Two Years Ago

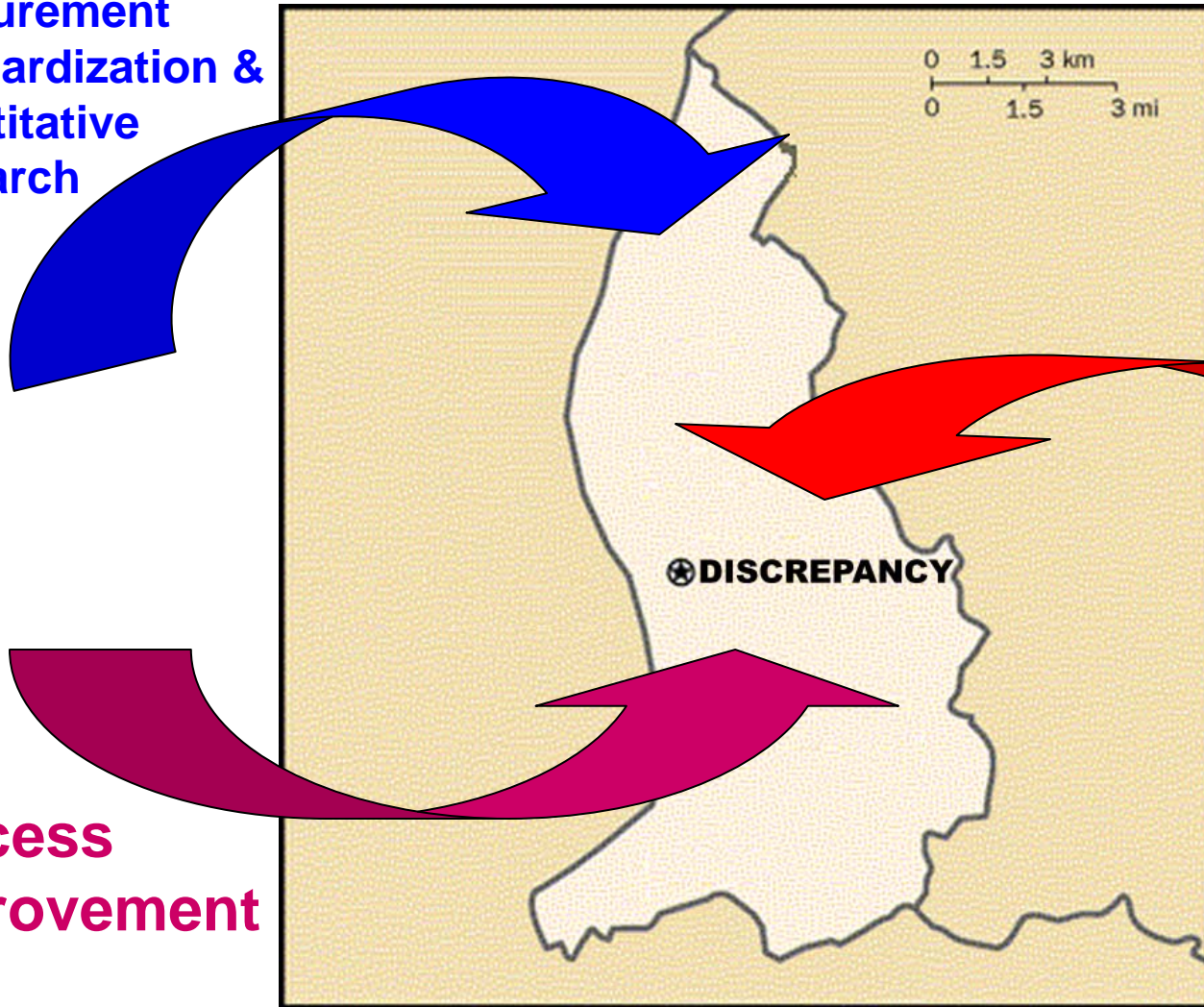
*Instead of Giving Up,
Agencies and Publishers Teamed Up*



- IAB Ad Ops Council formed to help solve mounting operational issues
- Publishers, Agencies both identified fundamental issue holding business back:
Discrepancies
- Effects felt throughout interactive business
 - Inventory management
 - Credit and Collections
 - AR and AP
 - Results/Analytics
 - Overall trust in systems, metrics

Our Multi-Front Strategy

Measurement
Standardization &
Quantitative
Research

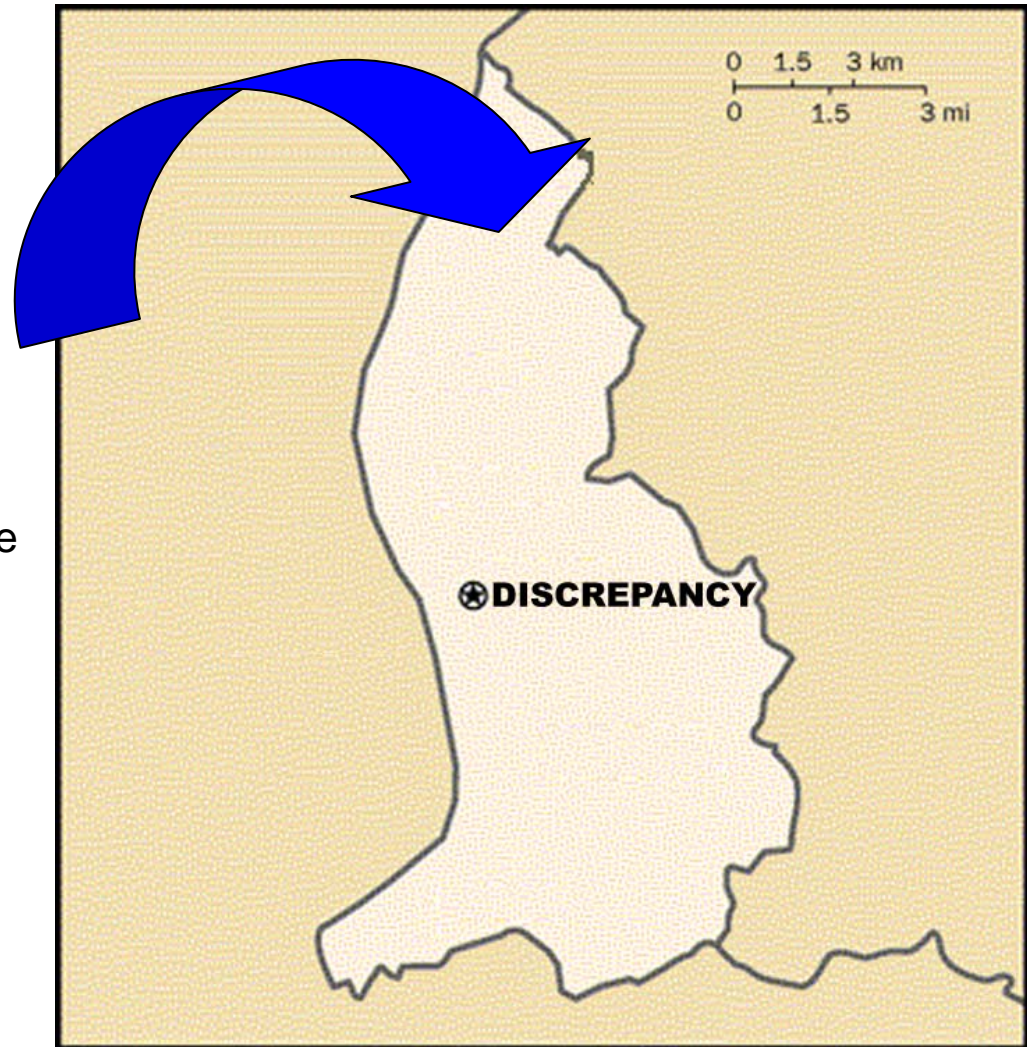


Systems
Integration

Process
Improvement

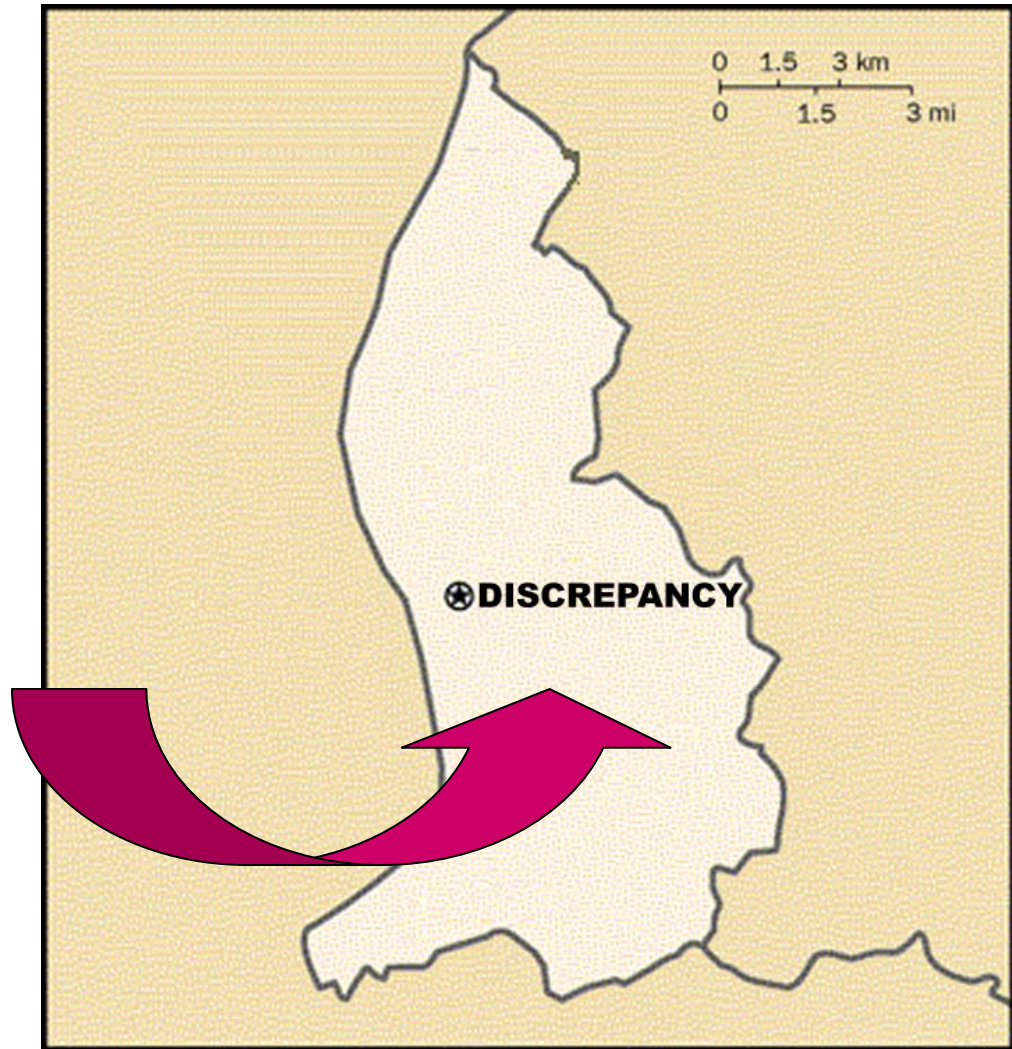
Front 1: Measurement Standards & Research

- Measurement Certification Efforts
 - Vast majority of impressions now served by standardized systems
 - Defeats apples vs. oranges
- MRC Research into discrepancy sources
 - Found almost all variables tested accounted for no more than 10% discrepancy, many much less (2-4%)
 - Identifies true sources and refocuses resources
- **Conclusion:** Process *must* be factor in large discrepancies



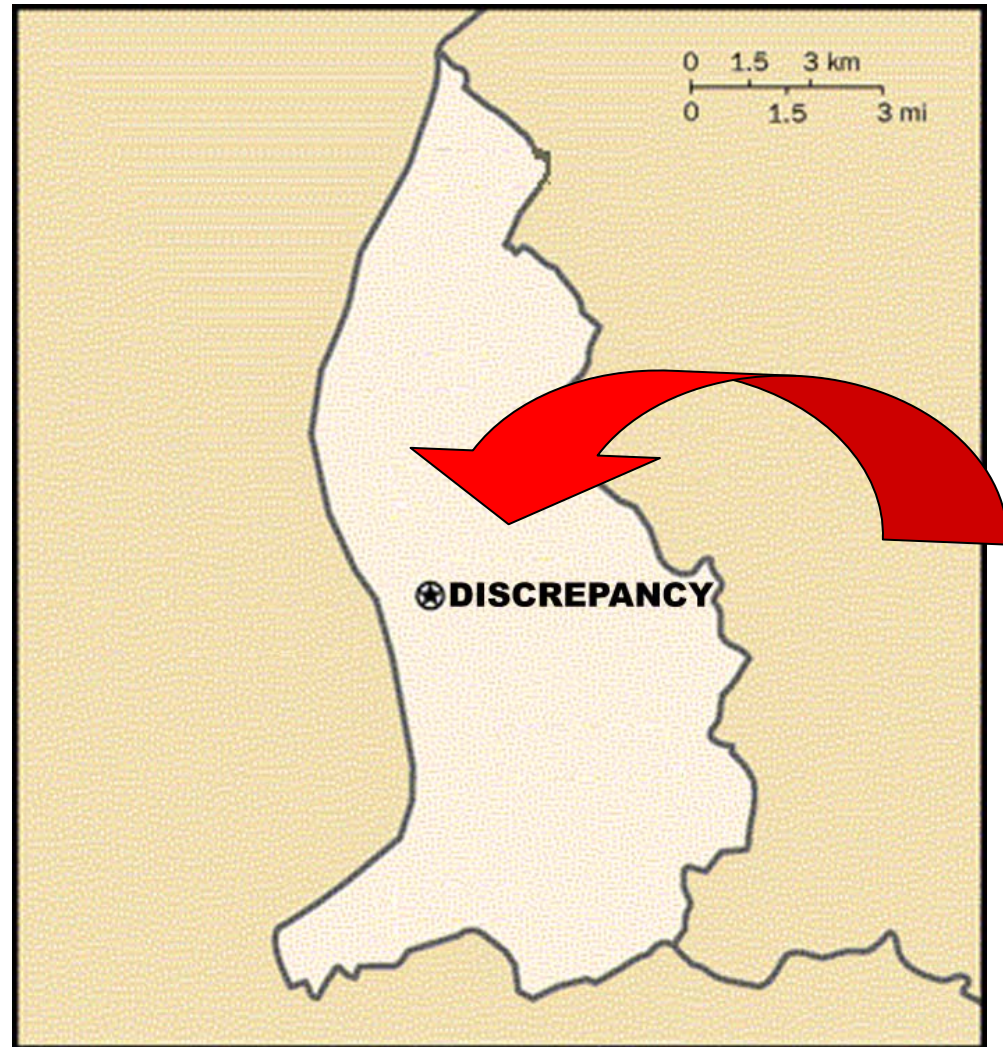
Front 2: Process Improvement

- Best Practices:
 - Billing Methods
 - Creative Delivery & On-time Toolkit
 - Campaign Setup
 - Revenue Cycle
- Synthesized into one big handbook
 - Interactive Advertising Workflow Best Practices
 - Defeats misunderstandings and inefficient processes
- **Conclusion:** Be Organized, Stick to Process, and Communicate!



Front 3: Systems Integration

- Integrated systems *must* be foundation of improved processes
- E-business
 - Standardized communication of RFP, Proposal, IO, and soon Invoice
 - Defeats double/triple manual entry
- Impression Exchange
 - Gives publishers automated nightly feed of third-party numbers
 - Detects discrepancies early, gives time to adjust or fix issues



Today: Mission Accomplished(?)



Unfortunately, no. We still have a long way to go,
but hopefully this *IS* the beginning of the end.

Steps Necessary for Success: Universal ad system impression (and soon clicks) measurement standardized

- Most display impressions certified to IAB standards:
 - 24/7 Real Media
 - Atlas (Media Console and Ad Manager)
 - DoubleClick (DFA and DFP)
 - Mediaplex
 - Ad Tech
 - And more publishers and platforms (but not all)
- But, very few Rich Media servers are certified
 - Only Eyeblander, Mediaplex, Adify, Network World
 - Rich Media needs to be researched further for technology-based discrepancies – but we are waiting for more platform certifications

Steps Necessary for Success:

Improved workflow based on best practices must be implemented within organizations

- Without strong process, discrepancies will continue to occur at high rates
 - Quality control, checks and balances
 - Inter-departmental communication
 - Project management specialty
 - Buyer-seller communication
 - Six-sigma-like zeal for eliminating mistakes
- Excuses like “We do not have time or resources” can no longer be acceptable

Steps Necessary for Success: Implementation of E-business solution throughout industry

- Workflow, order management, ad serving systems must all integrate E-business solutions to eliminate double/triple entry of media plans, details, etc
- Beta partners already include:

Donovan Data Systems	DoubleClick	Turner
Harris Corporation	Operative	Univision Online
Mediabank	Solbright	Weather
ADTECH US	CBS Interactive	
Atlas	Platform-A	

Steps Necessary for Success: **Implementation and use of Impression Exchange solution**

- All agency-side ad serving systems need to implement standard solution
- Publishers need to integrate impression data into ad serving and order management systems to:
 - Automate identification of discrepancies early
 - Automate resolution of discrepancies in certain cases

Many Already Helping Fight: Your Turn

Adam Van Hyfte	Cliff Rosen	George Ivie	Jon Harden	Louis Nonouchi	Rob Wagstaff
Adrian D'Souza	Cordie DePascale	Gordon Scott	Jon Keck	Mai Wah Cheung	Ryan Bethel
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Amanda Richman	Dan Kopp	Harold Gellar	Julian Zilberbrand	Matt Carr	Sarah Krnavek
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Baljeet Singh	David Cohen	Jacob Naim	Karen Walker	Michael Goefron	Stacey DeLarios
Ben Daici	David Gunzerath	Jason Fink	Kathleen Friel-McCartney	Michael Krauss	Steve Minichini
Ben Garrett	David Morin	Jeff Thaler	Katie Tankersley	Michelle Burnham	Steve Sullivan
Ben Ramadan	David Murnick	Jessica Doolittle	Kcenia Gaona	Midge Brown	Steven Terpening
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Christine Ju	Francisco Mota	John Dietz	Lois Condon	Phil Lalonde	Will Restrepo
Christine Peterson	Fred Kao	John Donovan	Lon Pilot	Ramona Gonzales	Zach Putnam
Chuck Gafvert	Geoff Petkus	Jon Badenell	Lori Goode	Ricardo Alger	Zack Rogers

Thank You

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