

**CHECK
MY
ADS**

**How we will
dismantle the
disinformation
economy**

We are in a **disinformation crisis.**



-50%

Global newspaper advertising revenue has dropped by half in the last 5 years



+70%

Traffic to untrustworthy websites increased 70% between 2019 and 2020

The source of **the chaos.**



The \$400B digital advertising industry sends advertiser dollars to disinformation networks without your knowledge



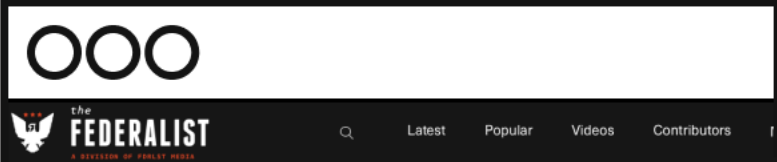
**Facebook
amplifies
disinformation**



Big Businesses Like KitchenAid Display
Hatred For Women By Hiring Men In
Costumes For Ads



Ad exchanges monetize it



advertising campaigns. Big businesses like KitchenAid may not always explicitly admit it, but their hate for women is undeniable.

NETBASE QUID
5 Steps to Measure Your Market and Media Intelligence ROI
Learn how top brands get the most from their market intelligence.



Ad exchanges & hate publishers creating the disinformation economy

It's an ATM for the disinformation economy

The real opposition is the media. And the way to deal with them is to flood the zone with shit.

Steve Bannon, former Chair of Breitbart.com



They get what they need.

01

Money sustains and grows the operation

02

Ads give legitimacy to lies and hate

03

Data targets people susceptible to lies and propaganda

**Your
brand
matters.**



World Federation
of Advertisers



Global Alliance for
Responsible Media

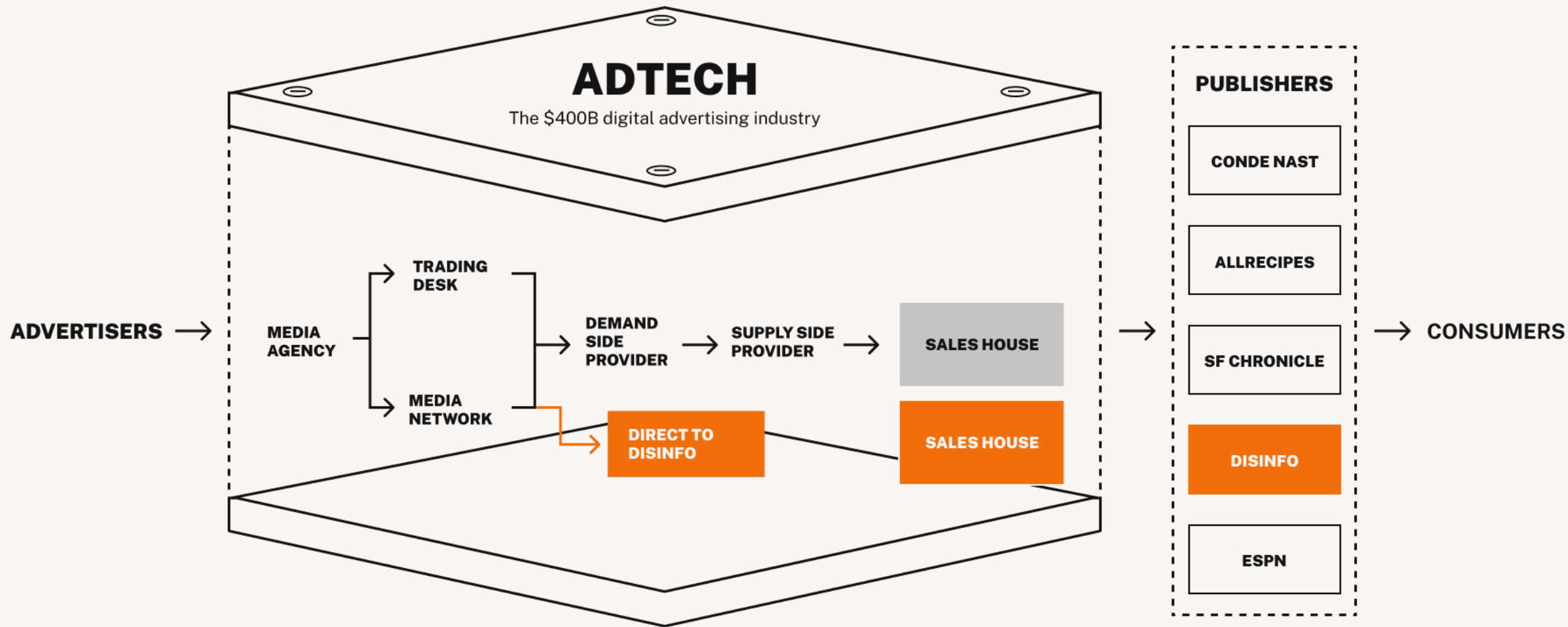
**“Insensitive, irresponsible
and harmful treatment of
debated social issues and
related acts that demean a
particular group or incite
greater conflict;”**

As defined by GARM's Brand Safety Floor.

The middlemen have seized control.



We need to take it back.



We are in
control of what
happens next.



Brand safety technology?

DOESN'T WORK.

SEARCH MINIMALIST BAKER

f @ p t v

All Recipes Vegan Gluten-Free

Minimalist Baker
est. 2012

About Shop Cookbook

1-Pot Kale Sweet Potato Curry

GF VG V DF NS

JUMP TO RECIPE

SEARCH MINIMALIST BAKER

RECIPE KEY

- GF Gluten-Free
- VG Vegan
- V Vegetarian
- DF Dairy-Free

naturally Sweetened

KENI KUJDES VAGIN AMB COMPTÉ DBEJTE NA SVOU BEZPEČNOSTЬ БУДЬТЕ ОСТОРОЖНЫ
注意安全 VAR FÖRSIKTIG **BE SAFE** BUĐTE OPATRNÍ MAGING MAINGAT
SEIEN SIE VORSICHTIG HOLD DEG TRYGG BADBAADO AHOW ZACHOWAJ BEZPIECZENSTWO

Keyword blocklists?

NOPE.

HEALTH AND WELLNESS

The best at-home workout streaming services to try during COVID-19

Published Mon, Mar 16 2020 2:42 PM EDT

Cory Stieg
@CORYSTIEG

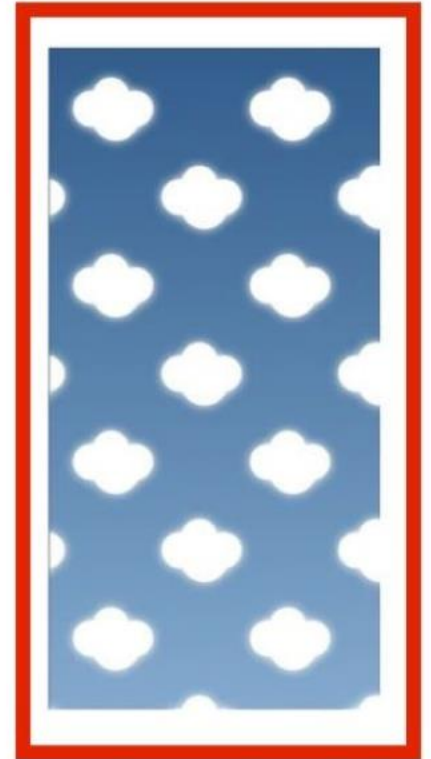
Share [f](#) [t](#) [in](#) [e](#)



@dasha.siren | Twenty20

The COVID-19 pandemic has meant millions of people around the world are adjusting to life indoors. On Sunday, the Centers for Disease Control urged people to cancel any gatherings of more than 50 people for the next eight weeks to reduce spread.

While your favorite boutique workout class or fitness center might be temporarily shut down or you might not feel comfortable going, that doesn't mean you should stop sweating. In fact, working out might be one of the best ways you can pass time while you're self-quarantined.



Trending Now

- 1 4 things companies should be doing right now for employees, according to a pandemic planner

Contextual intelligence?

NOT CUTTING IT.

The screenshot shows the homepage of The New York Times. At the top, there are navigation links for U.S., International, Canada, Español, and 中文. The main headline is "California Will Impose Its Strongest Virus Measures Since the Spring". To the right, there is a "Hollywood" section with a photo of a car and a "Live" update about "After Skirmish Over U.K. Vaccine Approval, Fauci Offers an Olive Branch". Below this is "THE GREAT READ" section titled "Life and Death in a Covid-19 Epicenter" with a grid of six photos of people. On the right side, there is an "Opinion" section with several articles, including "Find Your Place in the Vaccine Line" by Stuart A. Thompson and "I Wrote the Special Counsel Rules. Barr Has Abused Them." by Neal K. Katyal. At the bottom, there is a "United States" section with a map and a "Worldwide" section.

Supply policy enforcement?

The screenshot shows a browser window with the URL `vostobank.ru`. The page content includes a table of branches, a Citibank advertisement, an Adidas advertisement, and a Universal Orlando advertisement. Red boxes highlight the URL, the Citibank ad, the Adidas ad, and the Universal Orlando ad. Yellow labels identify these elements.

Город	Улица
Москва	Москва
Хабаровск	Хабаровск
Владивосток	Владивосток
Иркутск	Иркутск
Санкт-Петербург	Санкт-Петербург
Красноярск	Красноярск
Якутск	Якутск
Южно-Сахалинск	Южно-Сахалинск
Улан-Удэ	Улан-Удэ
Новосибирск	Новосибирск

US Treasury sanctioned website

Citibank ad

Adidas ad

Universal Orlando ad

LOL.

Domain blocklists?

**NOT
EVEN.**

Page Declared to DSP at Auction	Page where ad actually served	SSP	Seller ID
gazi****.com	breitbart.com	-REDACTED-	-REDACTED-
inves*****.com	breitbart.com	-REDACTED-	-REDACTED-
inves*****.com	breitbart.com	-REDACTED-	-REDACTED-
gazi****.com	breitbart.com	-REDACTED-	-REDACTED-
expl***.refer****.com	breitbart.com	-REDACTED-	-REDACTED-
expl***.refer****.com	breitbart.com	-REDACTED-	-REDACTED-
upbeat****.com	breitbart.com	-REDACTED-	-REDACTED-
col****.com	breitbart.com	-REDACTED-	-REDACTED-
kalea*****.com	breitbart.com	-REDACTED-	-REDACTED-
insi*****.com	breitbart.com	-REDACTED-	-REDACTED-
upbeat****.com	breitbart.com	-REDACTED-	-REDACTED-
col****.com	breitbart.com	-REDACTED-	-REDACTED-
insi*****.com	breitbart.com	-REDACTED-	-REDACTED-

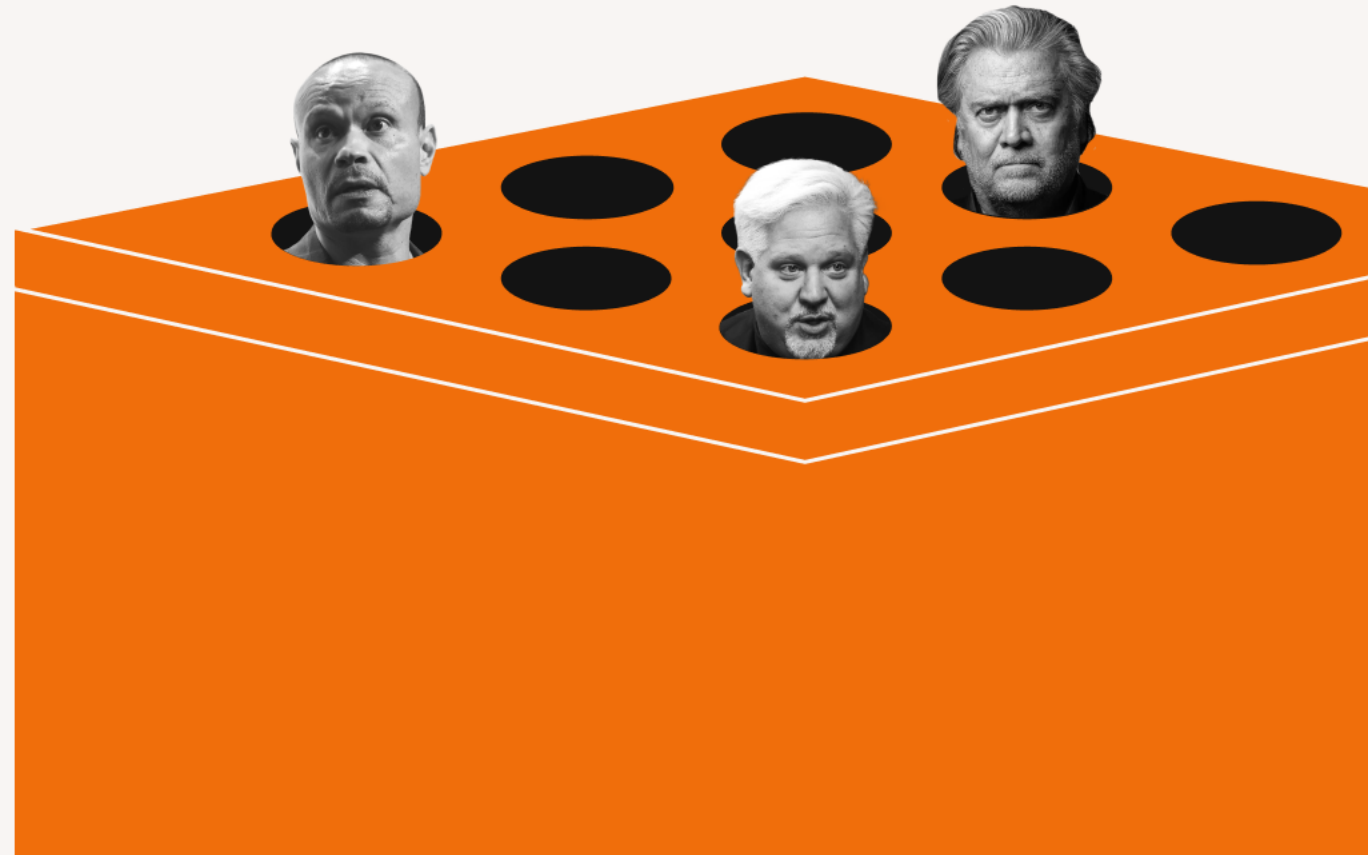
How's this working for us?

We're playing whack-a-mole.

We're skimming the surface.

We're relying on adtech vendors to do the work.

We're always playing catch up.

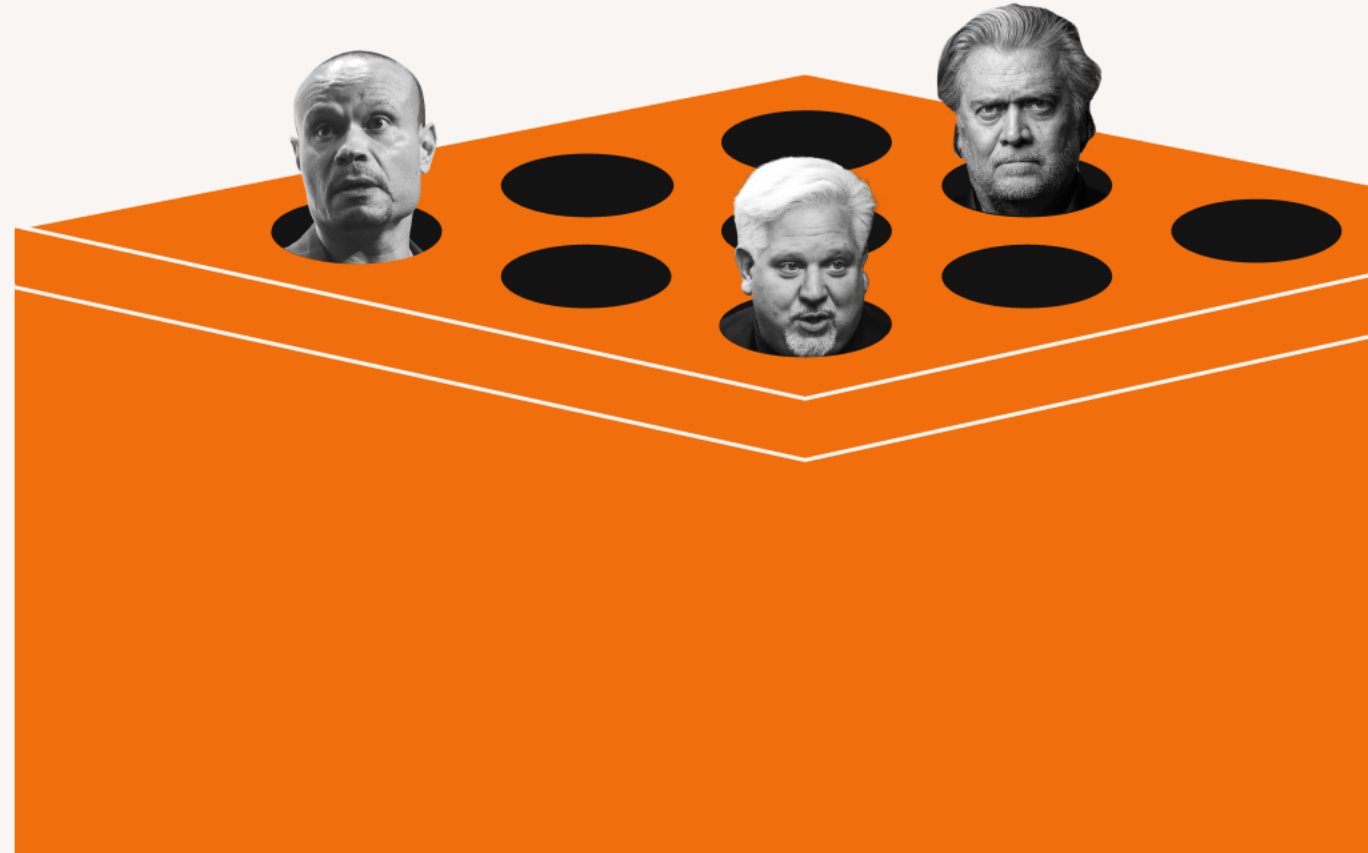


How's this working for **them**?

We're playing whack-a-mole.
They're investing.

We're skimming the surface.
They're setting up roots.

We're relying on adtech vendors to do the work.
They're relying on vendors to not check. (And they're correct.)



The answer?

**Cut them off
at the source.**

Seller accounts

Seller account tells us:

Name

Company

Domain

Unique ID

```
rubiconproject.com/sellers.json
```

```
seller_id: 12330
```

```
name: The New York Times Co
```

```
domain: nytimes.com
```

```
seller_type: PUBLISHER
```

POLITICS

AMERICAN RASPUTIN

Steve Bannon is still scheming. And he's still a threat to democracy.

By Jennifer Senior

Photographs by Chris Buck

JUNE 6, 2022

SHARE 

SAVED STORIES 

SAVE 

“The War Room is a cash machine because it costs nothing to produce.” In fact, [Bannon] says, he needed that fourth hour to accommodate all of his sponsors.”

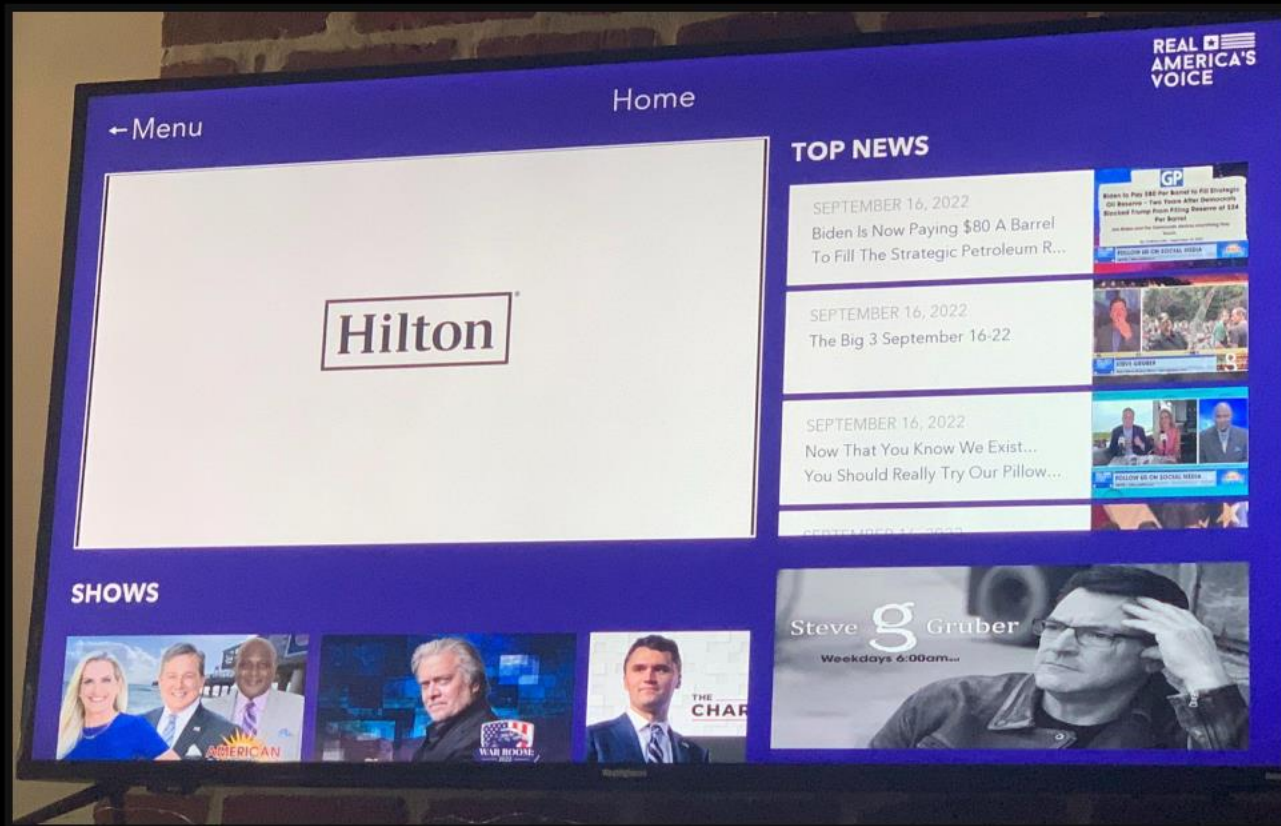


“The War Room is a cash machine because it costs nothing to produce.” In fact, [Bannon] says, he needed that fourth hour to accommodate all of his sponsors.”



brought to
you by

Hilton





brought to
you by





brought to
you by

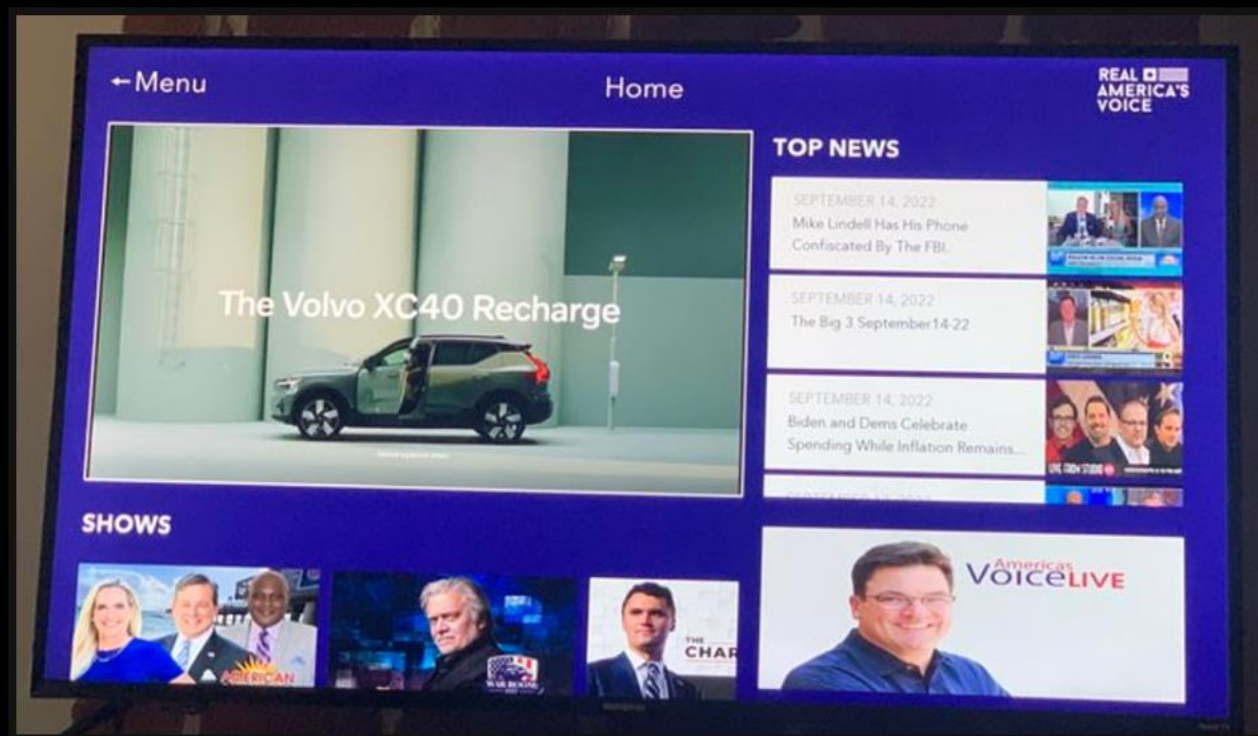
Etsy





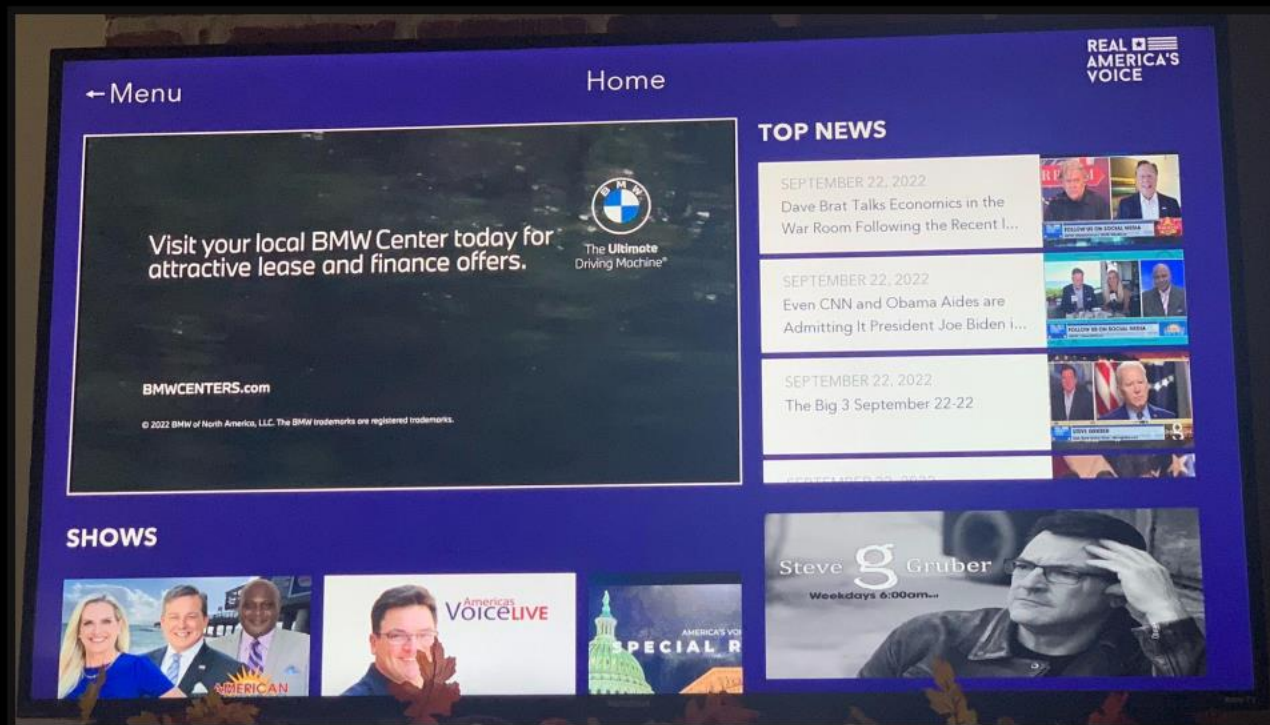
brought to
you by

VOLVO



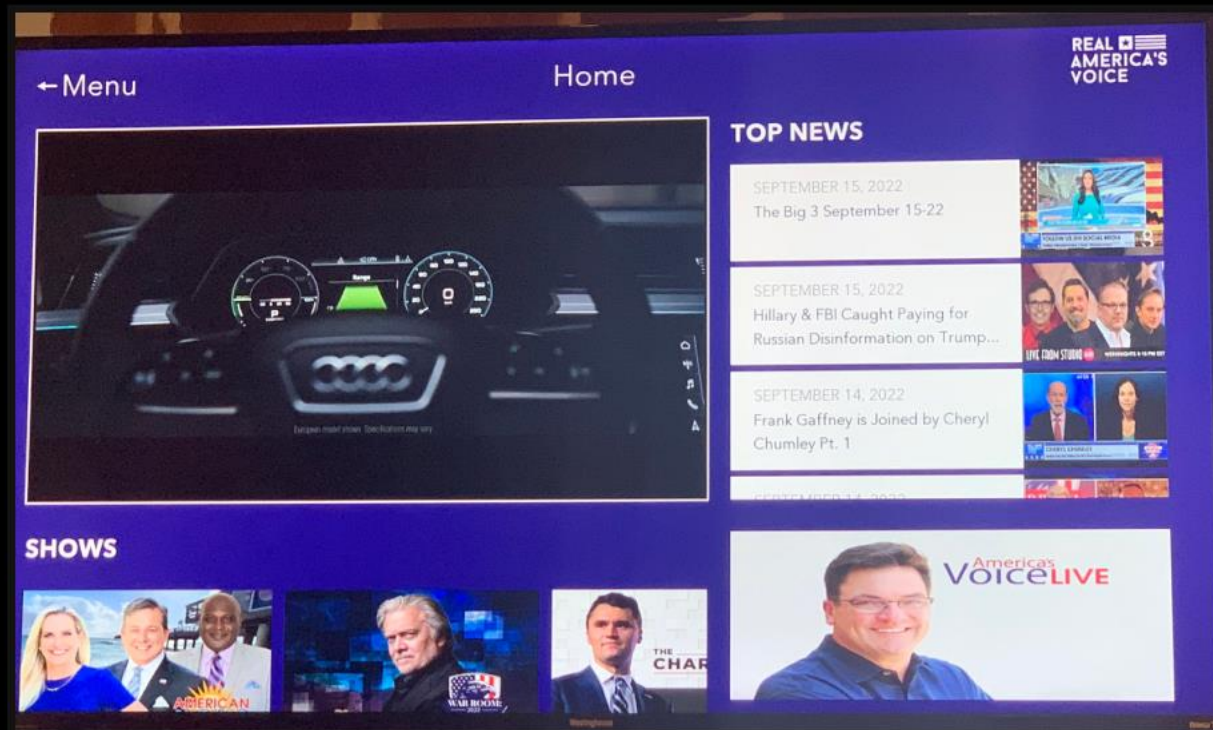
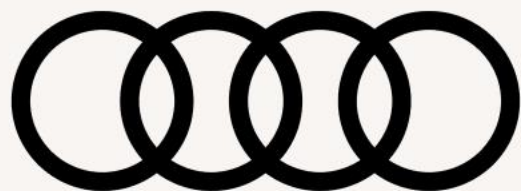


brought to
you by





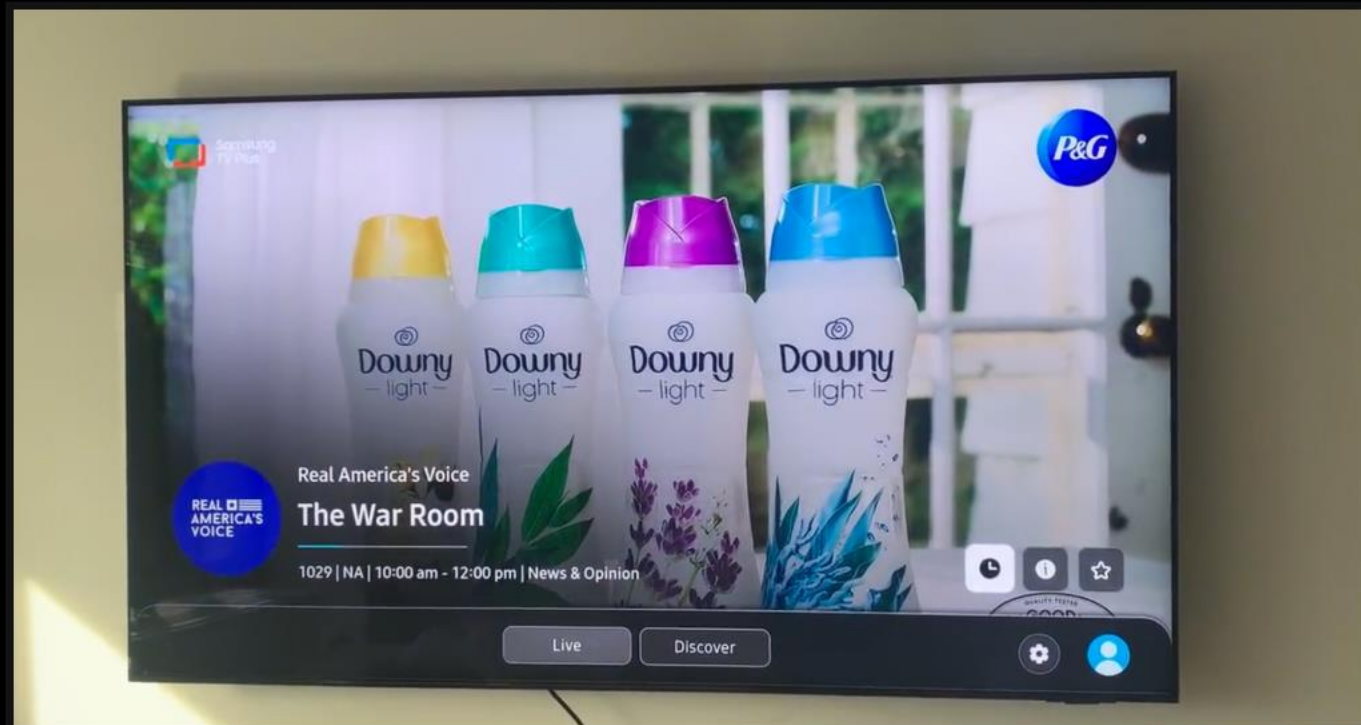
brought to
you by





**brought to
you by**

P&G





The two television studios are separated by a wall with a sliding-glass door. — *The Washington Post*



UNRULY

April 5, 2022

```
"seller_id": "1173829879",  
"name": "Performance One Media, LLC",  
"domain": "americasvoice.news",  
"seller_type": "PUBLISHER"
```

One day later...

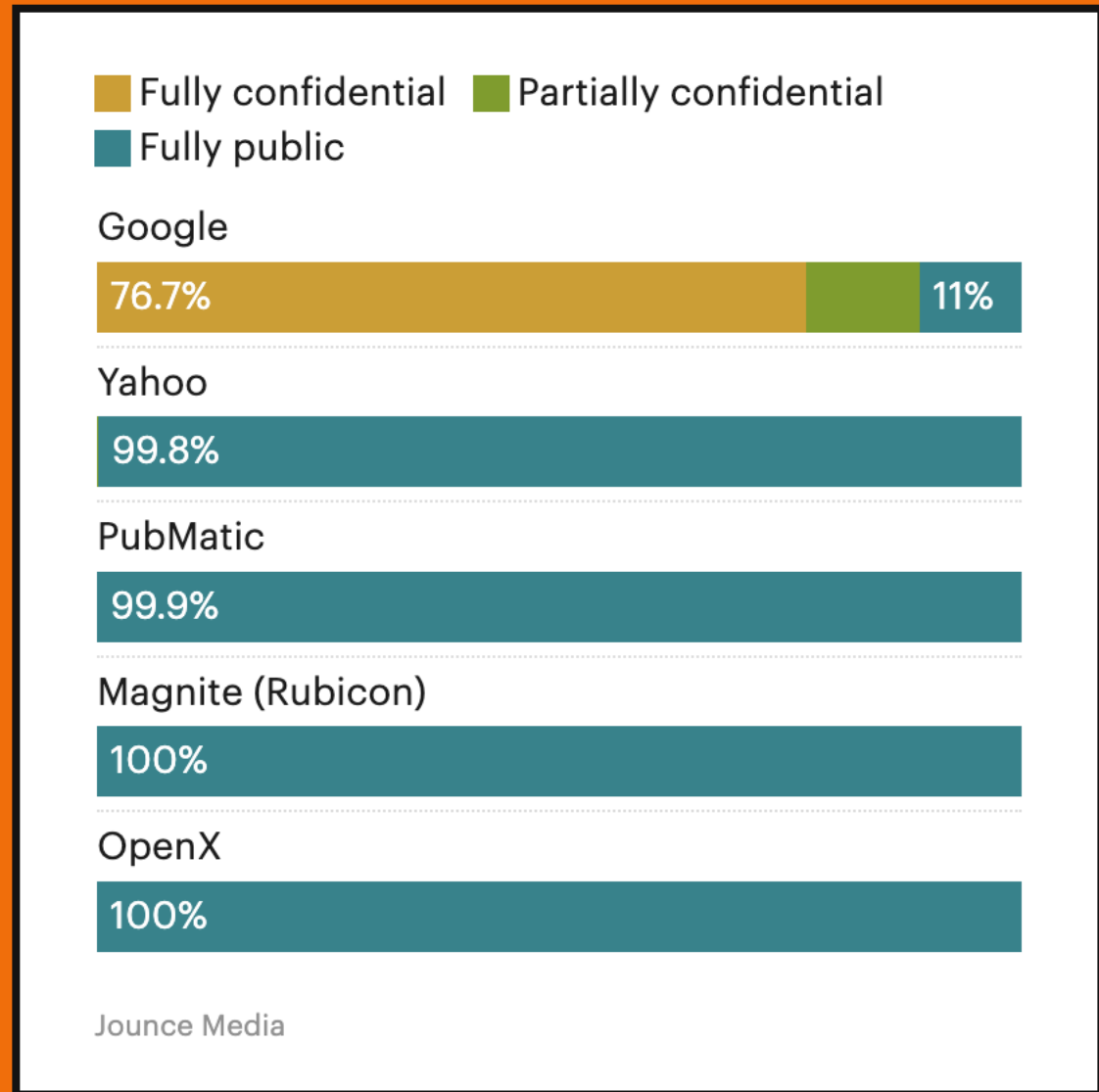
```
"seller_id": "1173829879",  
"name": "Performance One Media, LLC",  
"domain": "weathernationtv.com",  
"seller_type": "PUBLISHER"
```

90% of Google seller accounts are confidential.

Porn, Piracy, Fraud: What Lurks Inside Google's Black Box Ad Empire

by Craig Silverman and Ruth Talbot

PROPUBLICA



Without seller account information...

01

We can't confirm where our money is going

02

We can't control our ad budgets

03

We can't keep our brands safe

**Untraceable money is
a democracy problem.**



01

Demand **access to your** **data.**

Log level data, not high-level reports.

02

Demand refunds and consequences.

- Cite their supply policies back to them.
- Ask for explanations.
- Talk about it publicly.
- Move on to better vendors.

03

Take back control of your ads.

Build brand trust.

Check **your** ads!

Thank you.

 checkmyads.org  @cattheKin @nandoodles
 hello@checkmyads.org  @checkmyadsHQ

CHECK
MY
ADS