

## BACKGROUND

IPG Mediabrands is a global marketing agency that manages advertising — including digital and programmatic advertising — for some of the world’s biggest companies.

## PROBLEM

The automated nature of programmatic advertising has led thousands of brands to inadvertently place ads on sites spreading misinformation about elections, COVID-19, and other topics. Meanwhile, the common practice of using keyword block lists of terms like “COVID” and “gay” has caused credible news organizations to lose out on critical ad revenue. Existing brand safety solutions, which rely largely on AI, are unable to effectively detect the nuances of misinformation sources.

## NEWSGUARD’S SOLUTION

IPG Mediabrands partnered with NewsGuard to enable client teams to access NewsGuard data to improve the responsibility of their news advertising practices: curating inclusion lists of trusted news sources on which to target ads while also expanding exclusion lists to add thousands of sites spreading misinformation. Data from one IPG client’s launch of NewsGuard data shows that using NewsGuard to advertise on credible news increases reach, efficiency, and performance:

**+20%**  
**REACH**

Campaign reach expanded 20% from adding trusted news sites to the advertiser’s allow list.

**-9%**  
**CPM**

The advertiser achieved lower CPMs by expanding inventory and reach.

**+143%**  
**CTR**

The trusted news sites added saw higher click-through rates by reaching engaged news audiences.

“NewsGuard actually employs journalists to vet news sites...we’ve been able to use that to prioritize sites that score high on NewsGuard because they’ve been independently vetted as quality journalism...That’s the best strategy if you want to be brand safe.”

**- Joshua Lowcock,  
Chief Digital Officer,  
UM Worldwide**