

Safety and Suitability on CTV:

Prebid Controls and Transparent Reporting

The initial campaign and reporting period was a five-week period. Optimized campaign ran for 3 months.

Scenario

For its programmatic CTV ads, CVS Health was concerned about Safety & Suitability of placements due to lack of prebid controls and visibility in DSP reporting. Their concern was justified, using Peer39's Transparency for CTV Report, their placements included:

- 6% on Unprofessional Quality
- 1.9% on Fake Content
- 1.8% on Mobile
- .5% on News
- .2% on Kids Content

Solution

1. Implemented Peer39 CTV Brand Safety categories
 - a. *Safe from Fake Content, Safe from Unprofessional Content, and Safe from Kids Content*
 - b. *(Excluded) News*
2. Used Peer39 Transparency for CTV reporting

Success | 100% Suitable Placements

Removing placements from unsuitable placements resulted in more efficiency, **reducing wasted spend on the campaign by 10.4%**.

These prebid controls will be implemented across all future campaigns.