

Eliminating Ad Fraud and Promoting Transparency in the Digital Supply Chain



A recent study by the IAB and Ernst & Young estimated that \$8.2 billion can be saved each year if the digital advertising industry works together to eradicate corruption across the supply chain. In partnership with Trustworthy Accountability Group (TAG), we at Dun & Bradstreet are helping tackle this problem by verifying the legitimacy of businesses in the ad tech ecosystem.

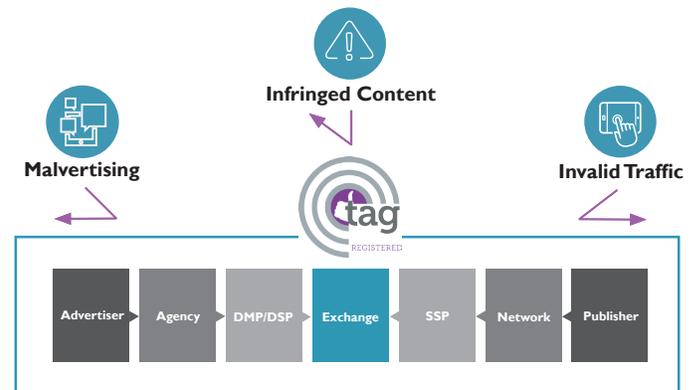


WHO IS THE TRUSTWORTHY ACCOUNTABILITY GROUP?

The Trustworthy Accountability Group (TAG) is a cross-industry group created by the 4A's, ANA, and IAB to spur transformational improvement at scale across the digital advertising ecosystem, focusing on four core areas: eliminating fraudulent traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency.

WHAT'S OUR APPROACH?

D&B verifies the identities of digital advertising buyers, sellers, and intermediary companies applying to participate in the TAG Registry. Our proprietary business identifier known as the D-U-N-S® Number powers the "Verified by TAG" process, which serves as a background check for anyone looking to do business in the digital ecosystem. This is a critical step to ensure that every company approved as "TAG Registered" is a legitimate business as identified in D&B's commercial database of 300M+ companies.



SOURCES: WHAT IS AN UNTRUSTWORTHY SUPPLY CHAIN COSTING THE US DIGITAL ADVERTISING INDUSTRY? IAB AND ERNST & YOUNG, NOVEMBER 2015.

WHERE CAN I LEARN MORE?

You can visit the TAG website at www.tagtoday.net, or reach out to TAG with your questions at info@tagtoday.net to start the application process. [Hundreds of companies](#) have already joined the movement with TAG and Dun & Bradstreet.

ABOUT DUN & BRADSTREET

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