

For you – Advocate and Champion of buyers.json:

Here are some steps you can take to develop internal support for this very important initiative.

1. What are we asking for?

- **Support and a pledge. As a first step in the process we ask that you obtain permission to publicly declare your company’s support for the adoption of buyers.json.** Your organizations are key to implementing this initiative. We ask that you return to your teams and advocate for the necessary approvals to publicly commit your company to supporting buyers.json.
- **A quote or testimonial from your team.** Once you have pledged, please send over an approved quote from your leadership team on why your organization feels this is a necessary step in the evolution of the Ad Tech landscape. Or if you have something more specific or creative to add on the initiative, by all means!

2. Ask Comms and legal for the right approvals, early

- We as the holders of the “keys to ad tech” can be the translators to our colleagues in Communications and Legal. Let them know that in the coming months we will not be asking for anything beyond a pledge of support for this initiative.
- Reach out to comms to find out who in your organization is an approved PR spokesperson, if you are not able to be a public spokesperson on behalf of your org. Ask the Comms team if there is an approved spokesperson for public declarations that they would like to use, if so we would be happy to brief them.
- **Let them know:** Your logo, quotes, testimonials, personal data, and pledge will not be shared on any social media or other platform unless approved by you or your team. By submitting the pledge you agree to Confiant using your logo for buyers.json. All press releases and communications, including social media posts, paid and earned content will be shared by the Confiant buyers.json team before publishing. We will share timing, release date, audience, and outlets.

3. What do we need from legal?

- If your organization requires legal clearance before publicly displaying a logo, quote in a press release, or public testimonial, no problem! We have included

some answers to possible questions below and they can reach out to John Murphy John@Confiant.com with any questions or concerns. It is fair to ask the legal team for a timeframe as to when you can expect a response.

- **Nitty Gritty:** Legally, we will not use your logo, personal information, quotes, testimonials, names, or data for any other purposes other than for buyers.json. As Confiant, our [privacy policy](#) applies to our efforts in supporting, hosting and championing this initiative. By providing this information you are not legally obligated to Confiant, nor are you considered a client of Confiant. Your commitment will be used solely and expressly for the purposes of supporting buyers.json. By subscribing and participating in the pledge, you agree to regular communications regarding malvertising, buy-side transparency, malware, adtech, and buyers.json from Confiant, the IAB, our partners and Buyers.json. We will never sell your data.

4. Use your network

- Please feel free to share information on social media and with your Ad tech network. Again, questions can be directed to John Murphy or to the buyers.json website. Talk to your network about the initiative to find out their thoughts and feelings on this, especially connections you have at DSPs and Publishers. And by all means, let them know this is an open discussion, all are welcome.

For your Communications and Legal teams:

What is the buyers.json Initiative ?

The Ad tech industry players are joining forces to combat malvertising; the malicious form of digital advertising perpetuated by online criminals. Similar to Sellers.json, buyers.json will be a file made publicly available by DSPs that will identify the identities of the *buyers* they represent, facilitating quick identification of threat actors when attacks occur. buyers.json would bring transparency to the buy-side of digital advertising, in the same way that prior initiatives such as Sellers.json and Ads.txt brought transparency to the sell side.

Why is it important to support?

One of the chief challenges with eradicating malvertising is buyer identification. Malvertisers take advantage of the highly fragmented nature of the ecosystem by exploiting the weakest links and jumping frequently from DSP to DSP. As soon as they are found out on one DSP, they seamlessly shift their campaigns to a new one.

Publishers and SSPs seldom have insight into the identities of buyers and therefore cannot relay the information to the DSP that would allow them to block a known bad entity across all the access points at once. The end effect is a game of “whack-a-mole”, with the same entity appearing again and again across different DSPs. This “whack-a-mole” leads to a loss of time and money for all parties involved.

What are the Risks and Benefits?

buyers.json helps solve the problem of buyer identification and is a necessary step to protect users from malvertising, reduce the use of ad blockers by restoring user trust, and protect the overall publishing ecosystem. With Buyers, we as a group can improve the user experience while also weeding out the bad actors that plague us all. By providing a better user experience we can expect to see an increase in revenues across the ecosystem. The risks to all parties involved are minimal given that advertisers and brands will have more trust in the demand/supply chain.

How Can buyers.json help my organization?

Implementing this will lead to an overall more efficient, more fair, and safer programmatic industry in which sellers and buyers will be able to protect their interests. In many cases, publishers take the blame from users for malware. buyers.json will help address these issues faster, leaving publishers less exposed. We are looking forward to standardized methods for disclosing buyer information, consistent and common taxonomy of brands and categories, a centralized registry of buyers, ability to see all parties involved in buying the creative.

This will be an opportunity for positive public relations and communications with the entire ad landscape, advertisers, brands, SSPs, DSPs, Media and publishers.

buyers.json Planning and PR (abbreviated)

Roundtable Events – 1X per quarter

- **March 11 – Complete Success!**
- **Confiant Panel at AdMonsters event March 31– Success, reach out for the recording**
- **Open forum after IAB public Comment period**
 - **June 1 – Next event**
 - **September 23**

- **November 19**

Notes:

- After each event we will send out a press release and contact trusted journalists from the trades
- We are working with AdAge, AdMonsters, Digiday, BI, TechCrunch, and others media coverage
- We will approach all listed publishers and SSP's about co-marketing in media releases as the allied approach will be the most effective to driving adoption.
- Newsletter: We will send an independent, neutral newsletter to all attendees and interested parties for buyers.json

Would you like to be a part of a panel, submit content or provide a quote?

Contact: *Morgan Martins*morgan@confiant.com