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Independent auditing of online advertising campaigns

The lack of transparency in the online advertising ecosystem forces advertisers to rely on the metrics and reports of the different intermediaries involved in the market in order to assess the quality of their campaigns.

In this video, [Patricia Callejo](#) and [Pelayo Vallina](#), PhD students at IMDEA Networks Institute and Universidad Carlos III de Madrid (UC3M) describe a methodology they have developed as part of an international team of researchers to independently audit the performance of display advertising campaigns that use Google AdWords.

The researchers found inconsistencies and missing information in the report offered by AdWords to the advertisers. As Callejo explains: “Transparency in the ecosystem is necessary”. Vallina adds: “The ecosystem of online advertising is like a black box, you do not really know what is going on inside”.

These findings may encourage the Ad Tech industry to standardize the use of independent measurement methodologies and not solely depend on the reports offered by any intermediary in the ecosystem. “Advertisers should look for other metrics to verify that these intermediaries are doing their work well”, said Callejo.

The first conclusions of this research were published back in 2016, but work from this team is still ongoing to bring more light into the online advertising ecosystem.

Additional Resources:

Patricia Callejo, Rubén Cuevas, Ángel Cuevas, Mikko Kotila (November 2016)

[Independent Auditing of Online Display Advertising Campaigns \[PDF \]](#)

In: The 15th ACM Workshop on Hot Topics in Networks (HotNets 2016), 9-10 November 2016,

Atlanta, Georgia, USA.

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***Some keywords that define us:** 5G, Big Data, blockchains and distributed ledgers, cloud computing, content-delivery networks, data analytics, energy-efficient networks, fog and edge computing, indoor positioning, Internet of Things (IoT), machine learning, millimeter-wave communication, mobile computing, network economics, network measurements, network security, networked systems, network protocols and algorithms, network virtualization (software defined networks - SDN and network function virtualization - NFV), privacy, social networks, underwater networks, vehicular networks, wireless networks and more...*

IMDEA Networks Institute

+34 91 481 6210

28918 Leganés (Madrid) Spain

mediarelations.networks@imdea.org

Avda. del Mar Mediterráneo, 22

www.networks.imdea.org

Twitter: [@IMDEA_Networks](#) | [LinkedIn](#) | [Facebook](#) | [Instagram](#) | [Flickr](#) | [YouTube](#)
