



# Data Integrity: A Super-Signal for the AI Era

Why leading brands are shifting budget to high data integrity publishers

COMPLIANT™

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# FOREWORD

The first light of a new dawn is on the horizon as we herald the arrival of AI in media. The impact is already being felt: AI overviews are killing traffic, starving the very publishers that LLMs depend upon.

**Unless we intervene, AI will be the Ouroboros that eats its own tail.**



It's in our collective interest to protect the open web – the arena for frontline journalism, unique content, diverse voices and quality audiences. If we want it to compete with the existential threat of the walled gardens and zero click searches, we have a responsibility to feed the content creators and starve those who exploit the system. For programmatic to thrive, we must wean ourselves off the volume-based 'junk food' economy of the last 15 years, and embrace a high-quality diet that's better for the long-term health of our industry.

To this end, Compliant has launched a new curation signal that rewards advertisers, publishers and marketplaces alike. This signal, the **Data Integrity Index (DII)**, gives media buyers unprecedented transparency of the data integrity standards of publishers worldwide.

This report presents the results of a comprehensive impact study which confirms what marketers instinctively know: **Publishers with better data practices deliver better outcomes.**

Conventional wisdom assumes that quality comes at a price; that removing publishers with bad data practices will throttle reach, or that concentrating spend in premium inventory will drive up costs. **This study proves these assumptions emphatically wrong: data integrity is a high-value growth driver.**

As the industry shifts from programmatic to agentic media buying, input quality becomes exponentially more important. AI systems will scale inefficiency and amplify risk at unprecedented speed. By curating high-integrity inventory upstream, we create compounding value downstream in terms of transparency, efficiency and performance.

**We hope this study will inspire advertisers to switch on this signal and kickstart the economic flywheel for the next era of programmatic media.**

JAMIE BARNARD | CEO

COMPLIANT™



WFA

***"As AI transforms digital advertising, transparent and trustworthy data practices across the media supply chain are becoming critical drivers of campaign performance. Ensuring the quality and reliability of the data underpinning each impression reflects the ambition of the advertising industry and of WFA's Global Media Charter and helps pave the way for more reliable, effective business outcomes for brands."***

STEPHAN LOERKE | CEO

# EXECUTIVE SUMMARY

For too long, volume-based programmatic has eroded long-term value while the industry turned a blind eye. The **Data Integrity Index (DII)** provides unprecedented transparency of supply-side data practices, proving that quality drives performance and efficiency – waste is no longer the cost of doing business. Data integrity delivers measurable growth, creating an information advantage without any trade-off.

## Data integrity is a proven driver of campaign performance

Buying impressions from publishers with better data practices delivered better results across a diverse range of media KPIs.

**67%**

higher DII

**5%**

higher ROAS

**33%**

lower CPA

**17%**

VCPM lift

**21%**

SPO

**32%**

TrueCPM cost saving

## THE FUTURE OF PROGRAMMATIC IS 'QUALITY-FIRST'

Advertisers can direct spend toward high-value, high-integrity impressions without increasing cost, and significantly reduce the number of publishers in their campaigns without sacrificing reach or performance.

**Action:** Focus your budget on a carefully curated, smaller set of high-quality publishers to deliver measurable efficiencies and reduce wasted spend.

## BRANDS NOW HAVE TRANSPARENCY OF PUBLISHER DATA PRACTICES WORLDWIDE

For the first time, advertisers can independently verify the data standards of over 92% of global web inventory (with apps and CTV in 2026), along with the quality of supply across DSPs, SSPs, and curation marketplaces, enabling smarter, more accountable buying.

**Action:** Use transparency to your advantage – enhance inclusion lists, audit your supply partners and negotiate more effective deals.

## UPSTREAM SIGNALS DELIVER DOWNSTREAM VALUE

By filtering inventory at the source, before impressions are bought, you unlock measurable savings and efficiencies downstream, as viewability, MFA and brand safety metrics are applied to higher-value, pre-curated supply.

**Action:** Work with your media agency to include pre-bid data integrity signals and measure the impact on downstream KPIs.

## DATA AND PRIVACY CONCERNS ARE SLOWING ADOPTION OF AI IN MEDIA

85% of media leaders are concerned about data and privacy in AI-powered media buying. Strong data integrity signals are critical for responsible, scalable AI adoption as AI systems amplify risk and inefficiency at machine speed.

**Action:** Integrate data governance and compliance guardrails before using AI in media planning, buying and optimisation.

# UPSTREAM CURATION

## Addressing inefficiencies in programmatic

The challenges facing advertisers in digital media are well known. From ad fraud and viewability to complex supply chains and sustainability concerns, transparency remains a critical issue. Advertisers need greater certainty about where their media appears and how data is handled across the ecosystem.

Today's programmatic marketplace is the product of shared decisions across the industry. In pursuit of efficiency and performance, many brands sought low-cost reach, agencies optimised for scale, and publishers monetised data to compete with the information advantage of the walled gardens.

### The result is a marketplace where:

#### Quality drowned out by fraud

High-value publishers compete with fraud, MFA sites and arbitrated inventory

#### Bad inventory keeps winning

No incentive to remove low-quality or fraudulent inventory as vendors make money on the volume of impressions

#### Corrupt data tolerated

Bad data practices are prolific but often ignored

As regulation tightens, the integrity of data used in advertising has become both a compliance and performance issue. On the one hand, poor data governance can expose brands to financial and reputational risk, particularly where personal data is exchanged across multiple partners. On the other, upstream governance, compliance and quality issues cannot be solved by downstream optimisation, so the impact on campaign outcomes is irreversible.

## Media measurement & quality

Media measurement and quality remain a key focus for brands in 2025 and 2026 with a variety of strategies being explored, including:

### Lifting performance without increasing costs

by using transparent, data-quality signals to inform buying decisions

### Concentrating spend

in high-integrity publishers to enhance targeting efficiency and performance

### Docking the long tail

without sacrificing reach by focusing investment on the domains that deliver the majority of impressions

### Consolidating supply partners

to simplify the path between advertiser and publisher, and prioritise those with superior inventory

### Increasing investment in Private Marketplace deals

where these align with brand safety and accountability goals

*"ROI in programmatic is no longer defined by cost savings, but by intelligence. When data integrity drives every decision, media quality improves upstream, and performance efficiencies —ROAS and vCPM— flow naturally downstream, with no trade-offs required."*

Lenovo

RICK CORTEVILLE | EXECUTIVE LEAD  
GLOBAL MEDIA COE

# DATA INTEGRITY IMPACT STUDY

In May 2025, Compliant ran a session at **WFA's Media Forum** in New York. That session focused on data integrity as the 'next frontier for measurement', addressing the quality and incentive issues that persist in programmatic. WFA members were invited to participate in a global study measuring the performance impact of Compliant's new curation signal, the **Data Integrity Index (DII)**. As a consequence, several leading brands took part, optimising media campaigns in controlled tests to assess the effectiveness of the above strategies.

The research assessed how the DII influences media quality and campaign performance. The aim was to prove the hypothesis by isolating the DII as the only variable and measuring its impact on a range of media objectives (awareness, consideration and conversion) and campaign KPIs (such as vCPM, CPCV, CPA and ROAS). For more detail on the testing framework, please see "About this Study" in Appendix 2.

## Hypothesis:

Improving data integrity through the use of Compliant's Data Integrity Index (DII) as a pre-bid input signal enables advertisers to **shift investment toward higher-quality media while maintaining or improving campaign performance** across key performance indicators.

## ACTIVATION IS EASY

DII integrates seamlessly into existing programmatic infrastructure. It can be activated via DSP segments, pre-bid filters in SSP integrations, minimum thresholds in PMP negotiations, or in AI-optimised inclusion lists.

SEE THE ACTIVATION PLAYBOOK

*"Dynamic, data-driven curation is essential in programmatic media buying. As this report highlights, data integrity is a key input to media quality. It's the reason why all ANA Programmatic Transparency Benchmark participants receive this data; to help them increase transparency, boost quality, and improve campaign and business outcomes."*

BILL DUGGAN | GROUP EVP



## What is data integrity?

Data integrity is a quality metric, encompassing a wide range of data governance, data compliance and data stewardship standards, underpinned by industry best practices.

## How the Data Integrity Index (DII) identifies high-value publishers

DII is a 0–100 scoring framework that measures the data practices of digital publishers worldwide. The DII signal gives media buyers transparency of the data integrity standards underpinning ad impressions across more than 92% of open-web inventory. This enables advertisers to buy high-performing impressions, and avoid the low-value long tail.

For more information about the DII and Compliant's proprietary scoring methodology, please see: "About the DII" in Appendix 1.

## Prevention is better than cure

Traditional quality metrics document problems after they occur. The DII enables brands to filter inventory upstream before impressions are bought. In an environment where over a third of programmatic spending fails to meet basic quality standards, this transition from reactive measurement to proactive curation represents a fundamental shift in the industry's approach to media quality.

ALMOST

**\$27** BILLION

LOST

**in global media value each year due to inefficiencies**, flowing through supply chains so opaque that advertisers often don't know what they're buying.

The DII is included in the ANA Programmatic Benchmark Report alongside other indicators of the health of the programmatic landscape, including MFA, media costs, and publisher numbers. The ANA Benchmark tool enables marketers to spot inefficiencies, track progress, and make smarter, faster investment decisions.

*"At AXA, we want to ensure that our advertising supports high-quality, trusted publishers that respect consumer data at every stage. Focusing on media quality and data integrity is the key to responsible and effective media."*

**BENJAMIN OBERLIN | HEAD OF ADVERTISING AND PERFORMANCE**



## Open DII – Radical transparency for systemic change

To increase awareness and democratise access to this new signal, Compliant is giving the market open access to DII scores for every publisher in its database (over 92% of the global web). Publishers who understand and improve their DII can position themselves as trusted partners, differentiating their inventory by communicating superior data practices—a key factor for attracting discerning brand buyers.

By making our data and insights available to publishers, we empower them to make strategic improvements that directly impact revenue. Trusted publishers with strong data practices will:

- **Increase bid win opportunities:** Dramatically improve odds of winning bids — moving from a pool of 30,000 publishers to the top 1,000.
- **Improve yield:** Capitalise on the demand for reliable, high-value inventory, command premium CPMs and capture additional media spend.
- **Take control:** Gain precise insights into consent flows, tag sequencing, and data brokers to optimise data sharing, reduce unnecessary data leakage, and increase the value of your audience segments.

It is hoped that efforts like **Open DII** will bring much-needed transparency to an ecosystem plagued by opacity and obfuscation, accelerating systemic change toward a healthier digital economy that rewards high-value, reputable media.

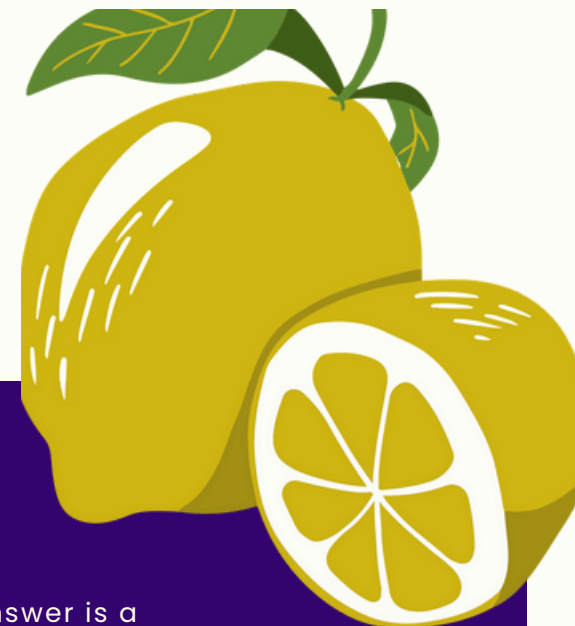
*"At RTL AdAlliance, media quality has always been a top priority, from carefully onboarding publishers to continuously monitoring performance and taking action when standards aren't met. The DII marks a promising step forward, advancing how we assess supply quality beyond metrics such as IVT, VTR, or viewability. We're thrilled to see how Compliant's DII aligns with our dedication to high-quality inventory and look forward to the opportunities it may create to further enhance results for our advertisers."*

**FLORIAN-DAVID WERNER | HEAD OF AD VERIFICATION & ANALYTICS**



# PROOF OF IMPACT

The study findings below demonstrate measurable improvements in targeting efficiency, performance, and supply path optimisation - proving that data integrity delivers tangible ROI today while laying the foundation for AI-powered media buying tomorrow.



## Is the juice worth the squeeze?

Given the complexity of the programmatic tech stack, and the substantial investment in existing measurement, verification and optimisation tools, marketers would be forgiven for asking, "**Do I need another signal, and will it deliver incremental value?**"

Based on this research, the answer is a definitive, "**Yes**": participating brands confirmed that using the DII helped deliver both performance lift and brand protection.



*"With Compliant, we've made significant strides to improve our digital investments, ensuring all Reckitt communications appear in safe, suitable and responsible environments."*

SAMEER AMIN | VP DATA DRIVEN MARKETING & MEDIA



# Lifting performance without increasing costs

Curating higher-DII inventory yields better outcomes at every layer of the marketing funnel while maintaining or reducing costs, demonstrating that data integrity optimisation compounds value across the customer journey.

*"The pursuit of cheap reach is a false economy and often counterproductive for brands."*

*We've seen that increasing data integrity in the supply chain doesn't have to increase CPMs; in fact, a focus on quality impressions, as measured by metrics like the DII, can lead to greater efficiency. We believe a curated, high-integrity supply chain is essential for driving performance in programmatic"*

JAMES FAIRBAIRN | GROUP DIRECTOR

Addressable Investment Strategy, EMEA



67%

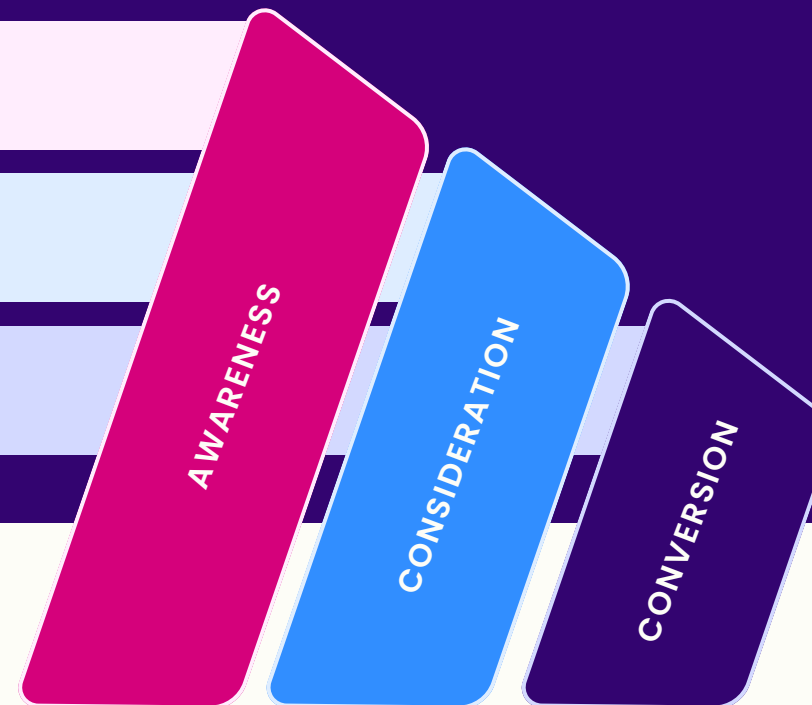
DII improvement with 100% CPCV delivered

17%

VCPM improvement with a 16% DII increase

33%

CPA reduction while improving DII by 17%



## CAMPAIGN KPIs:

**CPCV: Cost per Completed View** prioritises cost efficiency of viewers watching to the end of video creative

**VCPM: Viewable Cost Per 1,000** illustrates the true cost of audience opportunities to see a creative

**CPA: Cost Per Action** prioritises efficiency of customers taking actions (e.g. sign-ups, downloads, purchases etc.)

# Concentrating spend in high-value publishers

The DII provides an adaptive approach to media selection that is more effective than relying on fixed inclusion lists. By filtering inventory based on data integrity standards, advertisers redirect budgets toward higher-value publishers while delivering incremental efficiencies.

In the study, the DII was used to unlock the TrueCPM performance of a major CPG company. When adjusted for quality factors, including viewability, invalid traffic and brand safety, the TrueCPM was 32% lower on DII >50 inventory compared to DII <30.

**£98K/\$128K**

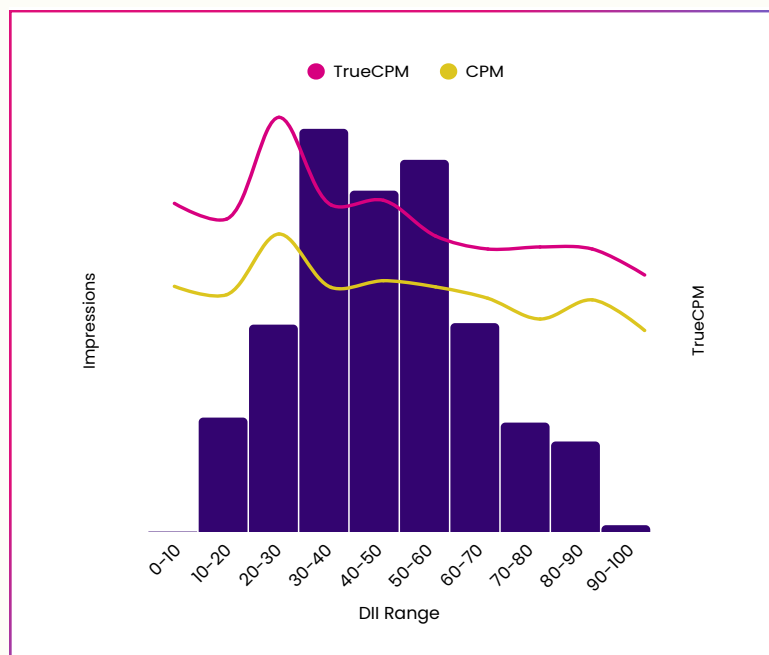
Cost saving by reallocating spend to higher-scoring DII domains

**12%**

Volume of impressions that could be redistributed within existing inclusion list to lower campaign costs

**8%**

Amount of low DII inventory that could be cut from future media buys without impacting campaign KPIs



## TrueCPM

The TrueCPM is part of the TrueKPI framework developed by Fiducia as part of the ANA's programmatic supply chain transparency studies. The TrueCPM is the cost paid by advertisers for impressions that meet defined cost, quality and safety requirements.\*

*"CMOs know that trust and transparency are no longer optional in programmatic media. Data integrity is essential. That's why we encourage investment in publishers who demonstrate responsible data practices. Compliant's DII provides a clear, scalable way to assess this, and we've embedded it into the ANA Programmatic Benchmark and our myTrueCPM framework to help marketing leaders make smarter, values-aligned decisions."*

TIM BROWN | CEO



\*Matched between DSP and Ad Verification tool; measurable; viewable; brand safe; non-IVT.

# Docking the long tail without sacrificing reach

The DII enables dynamic curation from 1,000 high-performing publishers that deliver almost 90% of campaign impressions, eliminating exposure to the problematic long tail of 26,000 domains and apps.

DII optimisation delivered a **21% reduction** in the number of publishers, with **7,000 low-scoring domains** removed from a single campaign without impacting media KPIs.

## 26,372

The median number of domains and apps in global media buys

## 94%

The share of total ad spend captured by the top 3,000 domains and apps

"The tight clustering of spend among a small group of publishers signals a clear shift: marketers are concentrating their budgets on partners that consistently demonstrate **compliance, transparency, and audience value.**"

*ANA Programmatic Transparency Benchmark Findings, Q3 2025*

*"Building trust and transparency in the programmatic supply chain is a priority for the LEGO Group. Supply path optimisation that improves access to the cleanest, highest-integrity, and most direct inventory is better for us, supports quality content creators, and is a more sustainable way to buy programmatic media in every sense of the word."*

KATE CROWLEY | SENIOR DIRECTOR | GLOBAL MEDIA ACTIVATION

Scope3

*"As agentic buying accelerates, brands need to build data integrity in from the start. Agents will only be as smart as the signals they act on, and leveraging the right ones can help ensure brands get efficiency without sacrificing quality."*

LILLIE RATLIFF | HEAD OF STRATEGIC INITIATIVES

The campaigns in this study—spanning four markets, four verticals, and four distinct media objectives—demonstrate consistent patterns.

Higher data integrity standards lead to:



Better performance



Improved cost efficiency



Superior supply quality

There is a clear opportunity for advertisers willing to prioritise data integrity as an upstream curation signal.

LEGO

# RAISING STANDARDS ACROSS THE DIGITAL SUPPLY CHAIN

## Consolidating supply partners

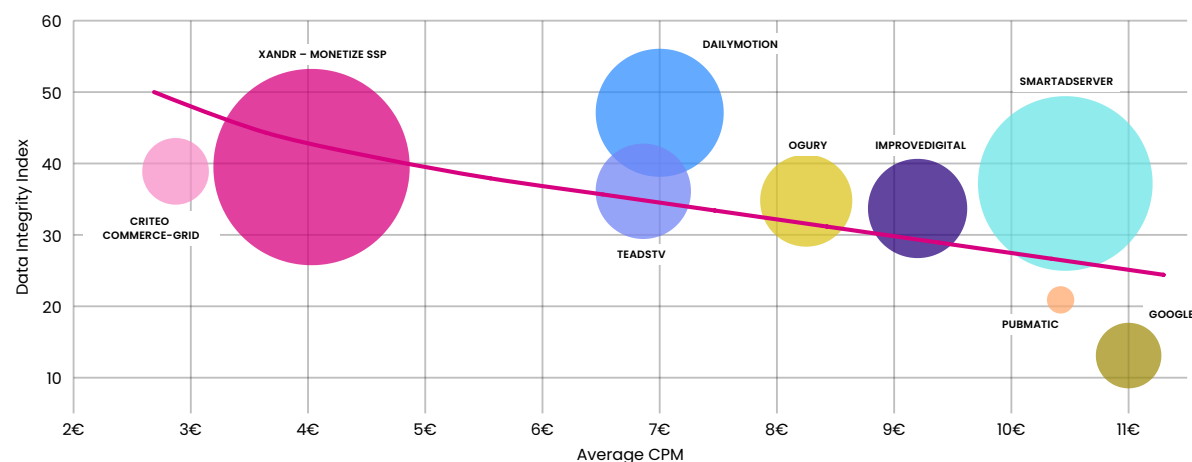
Data integrity issues can extend to SSPs as well. A comprehensive review of nine SSPs in France, for example, confirms that the aggregated and averaged scores for all but one were below DII 55. This pattern is consistent across other European markets.

*"Integrity is not an add-on; it's the infrastructure of modern media. We take pride in building intelligence and transparency into the supply path, enabling us to evaluate quality at the source and deliver measurable results with confidence. This commitment protects marketers' investments, elevates legitimate publishers, and restores trust in every impression."*

Index  
Exchange

MIKE MCNEELEY | SVP | PRODUCT

SSP ranking: Data Integrity vs. CPM and % Spend (France)



This chart illustrates the DII scores of the inventory selected by nine SSPs in France versus the average cost (CPM), where each bubble represents the volume of spend allocated to each SSP by a global FMCG company. In this example, it is clear that media buyers can access inventory with higher DII scores without increasing costs. This level of transparency helps advertisers assess their supply partners, selecting those with consistently higher-integrity inventory.

## Increasing investment in Private Marketplace (PMP) deals

The same analysis of SSPs shows that some are building PMPs from low- to mid-scoring publishers but charging premium prices. As PMP CPMs reach \$7.73 versus \$3.48\* for open marketplace inventory, **the DII provides quality guarantees that justify premium pricing through verifiably superior data standards.**

\*ANA PROGRAMMATIC TRANSPARENCY BENCHMARK FINDINGS, Q3 2025

# The Domino Effect

Sub-standard data practices create a domino effect as low-value inventory with poor data practices impact other parts of the value chain. Take Universal IDs (or UIDs) as a case in point: an audit of every publisher in the Compliant platform shows that UID tags are heavily concentrated on low-DII scoring inventory. If user data is collected from domains with bad data practices, it undermines the integrity of identity graphs and UIDs. When compromised data is then used in “clean rooms”, for example, any flaws or privacy issues are amplified, as advertisers end up refining and activating data that was inaccurate and unreliable from the start.

*“This report proves that data integrity is a prerequisite for high-performance marketing. Building a trustworthy and impactful data strategy requires clean, user-consented data at source. The industry must adopt scalable, privacy-first solutions that target high-integrity apps and domains for reliable ROI.”*

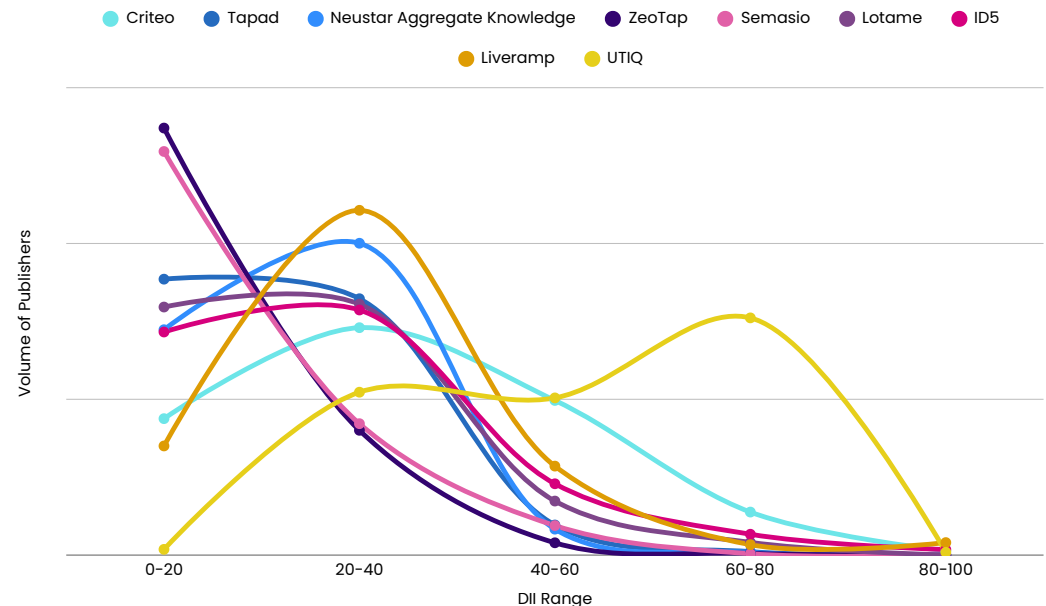
**WILL HARMER | CHIEF PRODUCT OFFICER**

**UTIQ**



Compliant’s independent analysis of nine global UID providers reveals that eight concentrate overwhelmingly on low-integrity publisher inventory (DII 20-40), with only one outlier—UTIQ—operating primarily on high-integrity domains.

**UID Providers: Data Integrity of their publishers’ data source**



Advertisers can use the DII to audit UID providers and prioritise those whose tags fire on higher-integrity inventory, ensuring identity graphs are built on reliable foundations.

# NEXT STEPS

## Advertisers & Agencies

Brands interested in validating these findings within their own campaigns can engage Compliant for a customised "Proof of Impact" assessment. This involves a simple baseline audit of your current supply, followed by controlled optimisation across select campaigns to measure outcomes.

**The Activation Playbook in the Annex outlines a three-tier approach—Crawl, Walk, Run—enabling brands to integrate DII signals as part of existing workflows.**

SEE THE ACTIVATION PLAYBOOK

## Publishers

Take advantage of **Open DII** to see DII scores and benchmark them against the market. With Open DII, publishers can access all the data, analytics and insight relating to their domains with a simple, cost-effective data licence. With a detailed breakdown of each factor underpinning DII scores and strategic recommendations, this empowers publishers to identify 2-3 high-impact, low-effort actions to immediately improve DII scores. **Every point gained can be the difference between winning and losing ad revenue.**

CONTACT US

*"As the industry's largest contextual provider, it's essential that media buyers have the highest quality and safest inventory available. This is why we make Compliant's pre-bid segments and curation solutions available to DSPs, SSPs and direct buyers through our frictionless Peer39 Contextual Data Marketplace. There's no turning back; data integrity is the foundation for future growth."*

MARIO DIEZ, CEO

PEER39

# AUTHORS & CONTACTS



**JAMIE BARNARD | CEO**

[jamie.barnard@compliant.global](mailto:jamie.barnard@compliant.global)

Before co-founding Compliant, Jamie was Unilever's General Counsel for Global Marketing and Media. For 15 years, he tackled the industry's toughest challenges, from viewability and brand safety, to cross-media measurement and online harms. Jamie was a founding member of Meta's Global and EMEA Policy Councils, the co-chair of WFA's Digital Governance Exchange and the chair of ISBA's Data & Ethics Steering Committee.

Jamie is internationally recognised as an expert in advertising, technology and privacy, and a published authority on ethics in data and AI. As one of the industry's most vocal advocates for responsible media, founding Compliant was a natural move; the automation of data integrity will help brands, agencies and publishers unleash the full potential of digital innovation as we transition from programmatic to agentic media.



**MAGID SOUHAMI | CCO**

[magid.souhami@compliant.global](mailto:magid.souhami@compliant.global)

With a wealth of experience picked up at Procter & Gamble and General Mills, Magid has led teams responsible for Data & Analytics, Media Procurement, Advertising Production, Agency Sourcing and Management, e-Commerce and Corporate Services.

While Magid is first and foremost an engineer, he has an MBA from École Supérieure de Commerce de Paris (ESCP) and qualifications in the Media & Arts from New York University.

His determination to safeguard 'digital freedom' for future generations, inspired him to co-found Compliant and develop the technology at its core.

COMPLIANT™

# ABOUT COMPLIANT & ITS PARTNERS

The logo for Compliant, featuring the word "COMPLIANT" in a clean, sans-serif font with a trademark symbol (TM) to the upper right.

A leading provider of AI-powered data integrity signals for media planning, buying and optimisation. The company assesses data integrity standards across owned and paid media, empowering brands and agencies to curate high-value inventory and deliver measurable improvements in targeting efficiency, performance and supply path optimisation. Data integrity is quickly becoming a media standard, and Compliant is leading the charge.

Compliant is a strategic partner of the World Federation of Advertisers (WFA) and works closely with the Association of National Advertisers (ANA) and the Brand Safety Institute (BSI).

Strategic Partner of



WFA is the only global network for senior marketers. They champion more effective, efficient and sustainable marketing communications, representing over 150 of the world's biggest brands and more than 60 national advertiser associations worldwide. Together, this unique peer-to-peer network of the world's best marketers offers a unique source of expertise, inspiration and leadership. Representing 90% of global marketing communications spend, roughly US\$900 billion per year, WFA is the voice of marketers worldwide.



mediasense is a global, independent advisor that brings the clarity, connection, and confidence modern marketers need to fuel growth. They help marketers eliminate waste and maximize the impact of their most significant investments at scale. Through Unified Marketing Intelligence, mediasense elevates how clients operate, how agencies deliver, how platforms perform, and how all parts of the ecosystem connect.



# APPENDICIES

- 01** About the DII
- 02** About this Study
- 03** Activation Playbook
- 04** 30-Day Blueprint



# APPENDIX 1: ABOUT THE DII

## Concentrating spend in high-value publishers

Compliant's AI-powered Audit Technology (CAT) continuously assesses the data practices of ad-funded publisher domains worldwide. CAT uses web interrogation and machine-learning technologies to search, scan and index up to 60 data integrity signals from advertiser, publisher and retailer websites. It mimics user interactions with various advertising and marketing technologies, providing a reliable metric that evolves with legal developments, technological trends, advertiser and consumer expectations.

The methodology is calibrated to reduce the DII score each time key risk factors are detected, including:

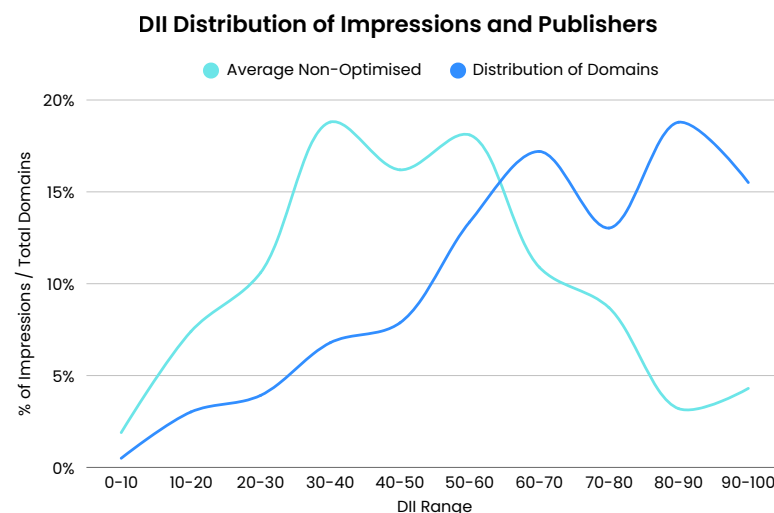
- **Consent solutions** and user choices
- **Tracking technologies** across different consent states
- Excessive and/or unauthorized **data collection & sharing**
- **Supply chain complexity** and data leakage
- Alignment with **regulations and legal frameworks**

The result is a single, **actionable score available for over 92% of open web inventory** (by media spend), providing buyers with unprecedented visibility into publisher data practices across any campaign, in any market.

## DII Distribution

The Compliant platform hosts comprehensive audit data for domains and apps worldwide. Analysing DII distribution across the universe of publishers reveals a strong bias toward high-scoring inventory – **more than two thirds of websites globally (64.9%) have a DII score above 60** (and 15% score above 90). This debunks the myth that high-integrity supply is limited.

In the chart below, the blue line illustrates the distribution of global domains by their DII scores. The turquoise line, in contrast, illustrates the distribution of impressions (based on historical DSP data, before any DII optimisation took place). The gap represents a clear opportunity to concentrate spend toward higher-scoring publishers and capitalise on the performance and efficiency gains identified in this study.



## DII Badges for Publishers

We want to differentiate publishers with the best data practices and distance them from the long tail of low-value inventory. To motivate publishers to improve their DII scores, and benchmark them against peers, relevant markets, or the total universe of domains, Compliant has introduced a series of Bronze to Platinum 'badges'. There are many strategic actions that can be taken to improve DII scores incrementally over time, and progress from one badge to the next.

BADGE	DII RANGE
PLATINUM	96+
GOLD	86-95
SILVER	70-85
BRONZE	40-69

# APPENDIX 2: ABOUT THIS STUDY

## Rigorous methodology. Independent validation. Real-world proof.

Compliant conducted global research to measure the impact of data integrity signals on media outcomes. The purpose of the study is to provide independent, objective and verifiable data that can be easily actioned by advertisers, agencies and publishers worldwide.

*"Data transparency across the supply chain is crucial. The work the WFA and Compliant have done to understand and share the importance of data integrity signals to the buy side is valuable in its own right but also as a way to show publishers the priority placed on these signals by buyers."*

NEAL THURMAN | CO-FOUNDER



## Study Design

Four multinational brands across Consumer Packaged Goods, Financial Services, Consumer Electronics, and Consumer Healthcare participated in controlled tests spanning Germany, Switzerland, the UK, and Spain. The research followed a two-phase protocol specifically structured to isolate data integrity as the only variable.

**mediasense** conducted an independent review of four advertiser campaigns, selected at random from a wider pool of six DII-optimised activations that ran between April 2024 and August 2025. The objective was to assess the impact of the DII on campaign performance.

A copy of the mediasense audit report is available on request



### Phase 1: Establish DII Baseline

Historic DSP data was analysed to map current data integrity distribution across existing supply. Each brand's performance was benchmarked against anonymised market norms to identify optimisation opportunities within current media investments.

### Phase 2: Optimise Live Campaigns

The brands and their media agencies ran A/B tests on identical campaigns with one critical difference: Test groups activated DII-optimised curation via pre-bid signals through existing DSP/SSP infrastructure. Control groups maintained standard buying practices. Weekly refinement cycles adjusted DII thresholds based on performance data.

## The result

Empirical evidence demonstrating that data integrity optimisation delivers measurable improvements in targeting efficiency, cost performance, and supply path quality—without disrupting existing workflows.

# APPENDIX 3: ACTIVATION PLAYBOOK

## ACTIVATION PLAYBOOK

The DII activates like any existing curation signal. There is no workflow disruption, no additional reporting infrastructure and no new platforms. Here is a simple activation playbook for integrating the DII signal in media buys (see 30-Day Blueprint in Appendix 4):

### CRAWL

#### Understand the DII of current media buys

Assess existing data integrity standards and the improvement potential

##### Key Actions:

- Audit current supply sources
- Identify the distribution of your historic media spend by DII ranges
- Prioritise markets, brands and campaigns. for optimisation

##### Success Metric:

Competitive information advantage – quantify the value from optimising data integrity

### WALK

#### Optimise campaigns and measure impact

Activate DII thresholds within live campaign workflows

##### Key Actions:

- Action DII thresholds in live activity
- Analyse improvements in average DII scores
- Understand the impact of DII optimisation on campaign performance

##### Success Metric:

Increased performance, reduced waste, and better control over where your ads appear

### RUN

#### Scale through automation

Activate data integrity signals by default

##### Key Actions:

- Select DII segments and PMPs via preferred DSPs/SSPs
- Integrate data integrity as an always-on curation signal globally
- Engage low-scoring but high-value publishers to raise standards

##### Success Metric:

Enhanced transparency, efficiency and accountability in your programmatic supply chain

30 DAYS

60 DAYS

90 DAYS

### The Advantage of Early Adoption

Members of WFA benefit from complimentary access to Compliant's DII signal in participating DSPs and SSPs for activation in proof-of-impact campaigns.

Contact Compliant for further details: [contact@compliant.global](mailto:contact@compliant.global)

# APPENDIX 4: 30-DAY BLUEPRINT

ACTION ITEM	STAKEHOLDERS	TIMELINE	SUCCESS METRIC	OWNER	STATUS
<b>Baseline Audit:</b> Extract current supply DII distribution from DSP reports	Media Planning, DSP Partner	Day 3	Baseline DII report covering last 90 days of spend		
<b>DSP Configuration:</b> Activate DII data feed and establish campaign thresholds	Media Operations, DSP Partner	Day 7	DII targeting active across all campaigns		
<b>Agency Brief:</b> Issue formal guidance on DII optimisation requirements	Media Planning, Agency Lead	Day 10	Agency acknowledgement and weekly reporting commitment		
<b>SSP Negotiations:</b> Request DII-curated PMPs from top 3 SSP partners	Programmatic Lead, SSP Partners	Day 14	At least 1 DII-optimised PMP committed		
<b>Publisher Outreach:</b> Contact top 10 publishers about DII scores	Publisher Relations, Media Planning	Day 21	Publisher engagement responses and improvement commitments		
<b>UID Audit:</b> Analyse UID provider deployments and prioritise high-DII partners	Data Strategy, Media Operations	Day 21	UID provider scorecard with DII distribution analysis		
<b>AI Agent Instructions:</b> Embed DII optimisation into automated buying rules	Media Operations, AI/Automation Lead	Day 28	DII optimisation active in all AI-powered campaigns		
<b>Performance Dashboard:</b> Launch weekly DII tracking vs. campaign KPIs	Media Lead, Analytics	Day 30	Dashboard showing DII trends and performance correlation		

# THANK YOU

Get in touch



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