



Smart AdServer uses IAB certification to drive new business, increase customer retention and improve operational efficiency

Audited Compliance to StandardsSM



Purpose

This case study is based on the [IAB \(Interactive Advertising Bureau\)](#) System Certification audit performed by [iCompli](#). This study will analyze how the application of the IAB guidelines and principles, and the insights gained from the iCompli audit have allowed Smart AdServer to win new customers, increase customer retention and improve internal operational efficiency.

About Smart AdServer

Founded in 2001, Smart AdServer develops and markets premium ad serving solutions for media agencies and publishers to manage display campaigns for web, mobile and iPad/tablets.

Smart AdServer's innovative functionalities and optimal service quality has earned it over 300 customers on 1,600 sites across four continents. Smart AdServer serves tens of billions of ad impressions per month. For more information, please visit www.smartadserver.com.

About the IAB

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net.

About iCompli

iCompli, a division of BPA Worldwide, is a global not-for-profit audit organization that specializes in providing independent, third-party assurance services for the media industry. iCompli is an IAB approved auditor and has been providing IAB advertising technology platform system certification audits since 1998. For more information, please visit [iCompli](#).

IAB system certification drives new business and improves customer retention

According to Nicolas de Robert, CTO at Smart AdServer, the IAB certification is a must-have in order to be recognized as a major player in the field of ad servers. "It helped us keep existing customers and win new ones," he explained. "It is also important to be referenced and visible on the IAB website. Thanks to BPA, we also became the first IAB-certified mobile ad server.

"We used this asset extensively in our communications and at face-to-face fairs and events," Nicolas de Robert continued. "The iCompli certification played a major role in the success of our mobile offer, which is still growing at a strong pace."

iCompli Audit improves efficiency and identifies performance gaps

External benefits are not the only positive aspect of Smart AdServer's iCompli system certification, Nicolas de Robert explained. "The IAB certification helped us improve several aspects of our internal business like clarifying our counting methodologies and how they could be improved; making sure we are up to date with new standards and best-practices; and improving our internal documentation."

Audit Scope

Audits are conducted in accordance with IAB data collection and reporting standards and ISACA standards for information system controls and risk management, and include tests of:

- Campaign insertion/scheduling process
- Advertising delivery/trafficking
- Measurement process
- Data filtering procedures
- Reporting
- Privacy and data protection
- System monitoring and controls
- Software development controls
- Access Controls
- Disaster Recovery/Business Continuity
- Documentation and 3rd Party Software
- Disclosures and definitions

Deliverables

In addition to providing IAB certification, iCompli provides management with a comprehensive report indicating performance against key metrics, including recommendations for improvement, if necessary. This report is generally completed within thirty business days from the completion of the field work.

Why choose BPA Worldwide's iCompli for a third-party assurance audit?

Nicolas de Robert said Smart AdServer chose iCompli because of BPA's reputation for reliable independent, third-party assurance, as well as the competitive cost. "The first year, we chose BPA because they had strong references and competitive pricing," he explained. "We continued working with BPA because we were fully satisfied with the service. The BPA consultants are the same from one year to another. They are friendly and very professional."

Results

Smart AdServer achieved IAB certification in the areas of: web impression measurement, click measurement, rich media advertisements, digital video creatives, rich internet applications, and mobile web advertising through their ad serving platform.

Smart AdServer was pleased with the overall iCompli certification process. "I would recommend BPA and iCompli to any organization that is looking to set itself apart from the competition, keep existing customers and win new ones," he concluded.

For More Information:

Charles Sweeney
Manager, Business Development
BPA Worldwide
csweeney@bpaww.com
Phone: 203-447-2814