

# Blocking disinformation

Protect your brand and prevent your investments from funding disinformation websites. We have put together some simple instructions that in just a few steps will help you prevent your advertisements appearing on disinformation sites.

Attending to brand safety in the most commonly used advertising systems:

### Adform

- 1. Account-level safety
- 2. Manual exclusion

### Facebook

### Seznam Sklik

- 1. Blocking using the checkbox
- 2. Manual exclusion

### **Google Ads**

- 1. Manual exclusion using the list of excluded sites
- 2. Manual exclusion at the campaign level
- 3. Automated domain exclusion

### Etarget





### 1. Account-level safety

Set "Domains block list" for Adform as a whole and upload the list of websites.

### 2. Manual exclusion

- Upload a list of conspiracy websites at the level of Lineitem.
- To make absolutely sure you do not figure on the domain in question, you should also tick "Exclude unknown domains".

### Facebook

- Log into your Facebook Business Manager.
- Click on "Brand safety".



Set the inventory filter.



### Seznam Sklik

The Sklik.cz advertising system has, since 2018, provided the option of restricting advertisements on the list of websites included in the database created by friendly initiative <u>Konšpirátori.sk</u>. You can exclude websites designated by konspiratori.sk as being harmful on the Sklik platform itself.

### 1. Blocking using the checkbox



### 2. Manual exclusion

Another level of safety is provided by manually arranging settings so as to exclude displaying at a certain placement (domain); for example, on the entire <u>Nelež list of websites</u>.

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# NELEŽ

## Google Ads

### 1. Manual exclusion using the list of excluded sites

Use this approach to create a list of excluded sites for advertising. You can then use this list for any campaign of your choosing. N.B.: This does not work for what is known as a Smart campaign (for which you have to opt for manual exclusion — see point 2).

Log into your advertising account in Google Ads. Click on "Tools" and then on "Placement exclusion list".

| Å Google A                        | Ads Marketup s.r.o. | 465-013-6311 🔻          |                                     | Q II.<br>Heidat Projectev | NÁSTROLE MASTAVENÍ<br>NÁSTROLE A FAKTURACE | 465-013-6311 Marketup s.r.o. |
|-----------------------------------|---------------------|-------------------------|-------------------------------------|---------------------------|--|------------------------------|
| Přehled 🕇                         | Přehled             | PLÁNOVÁNÍ               | SDÍLENÁ KNIHOVNA                    | HROMADNÉ AKCE             | MĚŘENÍ                                     | 🔧 DALŠÍ NÁSTROJE >           |
| Doporučení                        |                     | Plánovač výkonu         | Správce publik                      | Všechny hromadné akce     | Konverze                                   | Mapa účtu <sup>Nová</sup>    |
| ▶ Účty                            | _                   | Plánovač klíčových slov | Strategie nabídek                   | Pravidla                  | Google Analytics                           | Centrum rozhraní API         |
| Kampaně                           |                     | Prokli Plánovač zásahu  | Seznamy vylučujících klíčových slov | Skripty                   | Atribuce                                   | Google Merchant Center       |
| Reklamní sestavy                  |                     | 3,82                    | Seznamy vyloučených umístění        | Nahrané soubory           |  |                              |
| Reklamy                           |                     | 260 tis.                |                                     |                           |  | 18 mil.                      |
| <ul> <li>Klíčová slova</li> </ul> |                     |                         |                                     |                           |  |                              |
| <ul> <li>Nastaveni</li> </ul>     |                     | 130 tis.                |                                     |                           |  | 9 mil.                       |
| + Další                           |                     | 0                       |                                     |                           |  | - 0                          |
|                                   |                     | 1.3.2021                |                                     |                           | 19. 3. 202                                 | 1                            |
|                                   |                     |                         |                                     |                           |  |                              |

Click the blue plus button.



Upload "New list".





Name the list and add the option of "Upload file" in Source in the event that you want to upload the csv that we have prepared, or Google Tables if you want to use a link to the Google Spreadsheet comprising our list. Confirm by clicking on "Apply".

| ← 🔥 Goog                  | le Ads Marketup s.r ₄650134311 - Seznamy vylo   |
|---------------------------|---|
| Nahrát seznam vylou       | čených umístění   |
| Chcete-li přidat vyloučer | ná umistění hromadně, můžete importovat soubor nebo seznamy nahrát přímo. Další informace |
| Zobrazit šablony pro por  | noc při formátování souborů.  |
| Název seznamu             |   |
|                           |   |
| Zdroj                     |   |
| Nobrét coubor             |   |
| Nanrat soubor             |   |
| rabulky Google            | 7011017   |
|                           | 280511  |

- Make sure the list has been uploaded by refreshing the page.
- Tick the list you have created.
- Click on "Use for campaign", written in blue, in the blue bar.

| 0     | Nezobrazují s | ie žádné reklamy - Vaše kam | ipaně a reklamní sestavy jsou pozastavené nebo odstraněr | né. Pokud chcele začit zobrazovat své reklamy, aktivujte je. |
|-------|---------------|-----------------------------|--|--|
| Vybra | án 1 řádek    | Použít pro kampaně          | Odstranit  |  |
|       | Seznam vylou  | čených umístění 🛧           |  |  |

- Choose the campaign to which you want to apply the list.
- Confirm by clicking on "Apply".

| ← 🔨 Google Ads Marketup s.r.o. →<br>Bonavita_2020-06 ( :  | s36-763-6123 🗸 Seznamy vylou 💓       |                   | Q II.<br>Hleðat příehleðv | NÁSTROJE | NASTAVENÍ<br>A FAKTURACE |
|---|--------------------------------------|-------------------|---------------------------|----------|--------------------------|
| Nezobrazují se žádné reklamy - Vaše kampaně a reklamní sestavy jsou pozastavené nebo odstraněné. Pokud chcete začit zobrazovat své reklamy, aktivujte je. |                                      |                   |                           |          |                          |
| Vybrán 1 řádek Použít pro kampaně Odstranit   | Vybrat kampaně                       |                   |                           |          |                          |
| Seznam vyloučených umístění 🛧   |                                      | No. of the second |                           |          |                          |
| Konspiratori.sk 🎤   | Hiedat podie nazvu nebo iD kampane 🔍 | Neni vybrano nic  |                           |          |                          |
| KONSPIRATORI.sk   | 24 kampaní                           |                   |                           |          |                          |



### 2. Manual exclusion at the campaign level

After logging into your Google Ads account, go to the overview of all campaigns, select "Placement" and then "Excluded".

| == | Vilechny kampané                                  | 1  | Nezobrazu                      | iji se zadne | rekte | my - Vase kampane a rekramni sestavy jsou pozastavene |
|----|---|----|--------------------------------|--------------|-------|---|
|    |   | Ť1 | Kampanê                        | ÷            | Vy    | oučení  |
| •  | VT_DIG_2000-<br>06_Bonavita_on-going              |    | Reklamni sest<br>Reklamy a roz | sireni       | 0     | Y Srf: YouTube a Obsahová sřf PŘIDAT FILTR            |
|    | VT_DIR_2005-<br>06_Bonavita_on-<br>going_doktorka |    | Videa                          |              |       | Vyfouteri 🕹   |
|    | YT_DIS_2020-<br>06 Bonavita on-                   |    | Vstupní stránk                 | CA.          |       | YT kanély k vyloutení<br>Seznam                       |
| •  | going_fotbaliste<br>YT_DIS_2020-                  |    | Publika                        |              |       | YT lonily'k vylouteri<br>Seman                        |
|    | 06_Bonavita_on-<br>going_hasic                    | 1  | Demografické                   | údeje        |       | YT kandly k vyloutení<br>Seznam                       |
| •  | vT_bio_2000-<br>05_Bonavita_on-<br>going_holoicka |    | Umistênî                       |              |       | YT konilyk vykutení<br>Seznam                         |
| •  | YT_INS_2020-<br>06_Donexits_on going              |    | Kde se reklam<br>zobrazity     | v            |       | YT kanály k vyloučení<br>Seznam                       |
| •  | YT_INS_2020-<br>06 Bonavita on-<br>going_doktorka |    | Vyloučeno                      |              | L     | YT kandly k vyloutení<br>Seznam                       |
| •  | YT_INS_2020-<br>06_Bonavita_on-                   | N  | avrženo                        |              |       | YT kanály k vyloužení<br>Roznam                       |

- You can also click on the blue plus button to edit.
- Here you can add a list of excluded placements and confirm by clicking on "Save".



### 3. Automated domain exclusion

We recommend enhancing this solution with manual exclusion on account of possible script outage, etc., which could do tremendous damage to your brand.

After logging into your Google Ads account, select "Tools" and then "Scripts".





#### Click the blue plus button.

| Viechny<br>htomadné akce | Název skriptu: saponanoury sout |
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| Skripty                  |                                 |
| Notmané<br>sosteny       |                                 |
|                          |                                 |
|                          |                                 |

#### Select the name of the script.



### Add this script.

| Název skriptu: Nepojmer | ovaný skript   | POKROČILÁ ROZHRANÍ API             | DOCUMENTATION |
|-------------------------|--|------------------------------------|---------------|
| Code.gs                 | 1 function msin()<br>2 var språdsheetURL = 'https://docs.google.com/spreadsheets/d/lAxn4wyJ9fa88T6#70K-ZLcg819rpjXY0QboShQ<br>3 var språdsheetURL).getSheets()[0];   | <pre>JlEM/edit?usp=sharing';</pre> |               |
| Nelež.gs*               | <pre>4 5 our track = function(campaign_id) { 7 // no sensitive data are pushed to 3rd party server 7 // only nd 8 var sha = function(input_string) { 7 // compute md5 of input string 10 // compute md5 of input string 10 // compute md5 of input string 11 // utilities.computeDigest(Utilities.DigestAlgorithm.SHA_256, input_string) 12 } 13 / 14 var customer_kash = sha(AddordsApp.currentAccount().getCustomerId()); 15 var track_orl = 'http://www.konspiratori.sk/skript//c='+customer_hash; 17 if(campaign_id) 18 var campaign_hath = sha(campaign_id); 19 track_orl = * "Acc 'http://www.konspiratori.sk/skript//c='+customer_hash; 19 j 10 // track script run, no sensitive data-collected 17 track(); 18 var placementistHame = 'KOMSPIRATORI.sk'; 19 var placements = []; 10 var ow_index = 1; 10 // completed track(); 11 // completed track(); 12 // completed track(); 13 // completed track(); 14 // completed track(); 15 // completed track(); 15 // completed track(); 16 // completed track(); 17 // completed track(); 18 // completed track(); 19 // completed track(); 19 // completed track(); 10 // completed track(); 10 // completed track(); 11 // completed track(); 12 // completed track(); 13 // completed track(); 14 // completed track(); 15 // completed track(); 15 // completed track(); 16 // completed track(); 17 // completed track(); 18 // completed track(); 19 // completed track(); 10 // completed track(); 10 // completed track(); 10 // completed track(); 11 // completed track(); 12 // completed track(); 13 // completed track(); 14 // completed track(); 15 // completed track(); 15 // completed track(); 15 // completed track(); 16 // completed track(); 17 // completed track(); 18 // completed track(); 19 // completed track(); 19 // completed track(); 19 // completed track(); 10 // completed track(); 11 // completed track(); 12 // completed track(); 13 // completed track(); 14 // completed track(); 15 // completed track(); 15 // completed track(); 15 // completed track(); 16 // completed track(); 17 // completed track(); 17 // complete</pre> |                                    |               |

- Authorise the script to make changes to your campaign on your account; this automatically adds the list of websites to your campaigns.
- Click on "Run".



Finally, set the frequency at which the script is to automatically run. For example, every day at 12:00.

# NELEŽ



### 1. Automatic marking of accounts as Brand Safety

Etarget automatically categorises clients that come under an agency account as Brand Safety — under this setting, conspiracy websites are automatically excluded in line with the Konšpirátory.sk method.

### 2. Manual exclusion at the campaign level

A blacklist named "Conspiracy websites" is automatically created in the client account, and this can be applied to every campaign. (This blacklist is created from konspiratori.sk/cz).



In order to exclude Nelež.cz websites, create your own blacklist in the system and apply it to your campaign.

Creating a Sitelist:

Log into your account and click on "Settings", and then on "Sitelist". There you should upload **this sitelist**.

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|-------|
|       |

Then go back to the created campaign and specify that this sitelist is to be the Blacklist.



■ Written by Martin Peška for Nelež.cz with good intentions and for no gain. ■