

Blocking **disinformation**

■ **websites**

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

Adform

1. Account-level safety

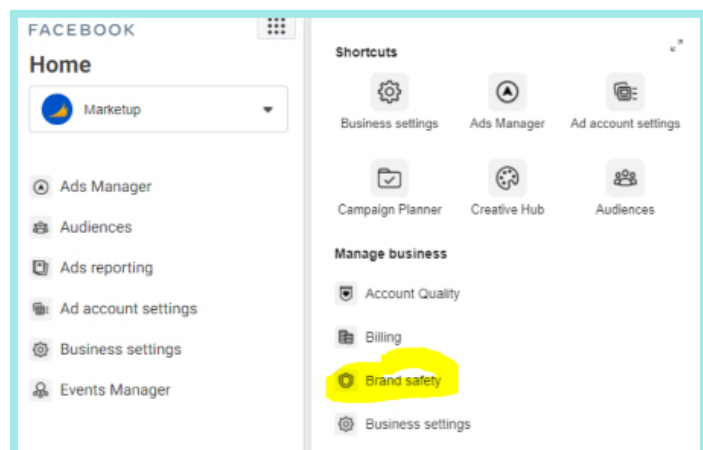
Set "Domains block list" for Adform as a whole and upload the list of websites.

2. Manual exclusion

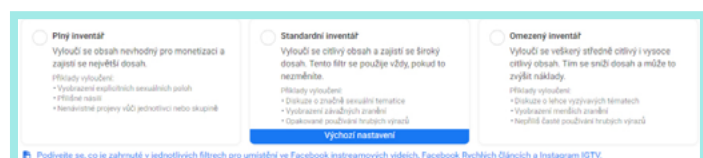
- Upload a list of conspiracy websites at the level of Lineitem.
- To make absolutely sure you do not figure on the domain in question, you should also tick "Exclude unknown domains".

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 [Konšpiratori.sk](https://konspiratori.sk). You can exclude websites designated by konspiratori.sk as being harmful on the Sklik platform itself.

1. Blocking using the checkbox

Set this native block at campaign level using the checkbox.

The screenshot shows the 'Cílení na zařízení' (Targeting by device) section with the following options:

- ☒ PC
- ☒ Tablet
- ☒ Mobil
- ☒ Multimediální zařízení

The 'Vyhledávací síť' (Search network) section has the following options:

- ☒ Vyhledávání na Seznam.cz
- ☒ Encyklopedie Seznam.cz
- ☒ Partnerské vyhledávače

The 'Obsahová síť' (Content network) section has the following options:

- ☒ Nezobrazovat na webech označených Konšpiratori.sk jako dezinformační

A tooltip on the right says: 'Kritéria zařazení zde. Seznam stránek zde.'

At the bottom, there is a section for 'Vyloučené weby obsahové sítě' (Excluded websites of the content network) with a yellow highlighted area for input.

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 [Nelež list of websites](https://nelez.cz).

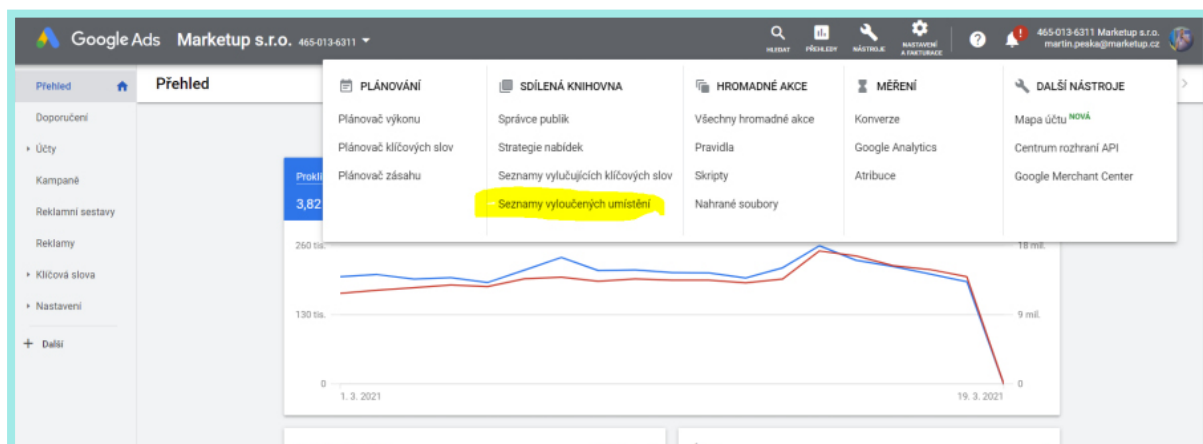
The screenshot shows the 'Vyloučená Umístění' (Excluded Placements) modal window. The background shows the 'Umístění' (Placements) tab with a table of placements. The modal window has a search bar and a list of placements to be excluded. A green button at the bottom says 'Uložit vyloučená Umístění' (Save excluded Placements).

Google Ads

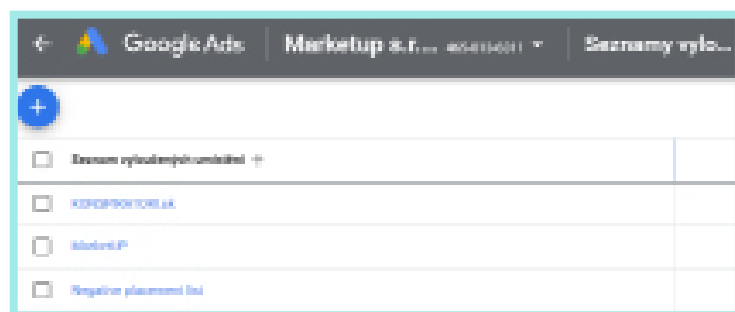
1. Manual exclusion using the list of excluded sites

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).

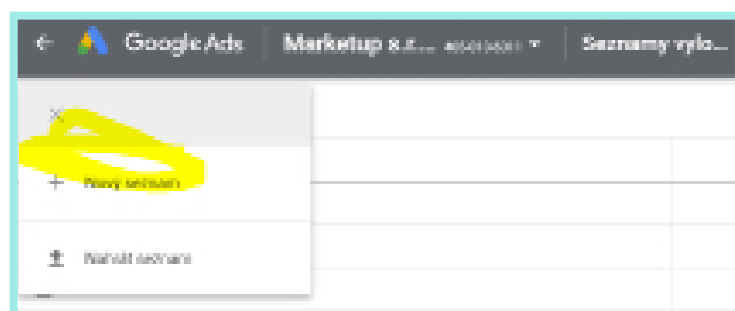
- Log into your advertising account in Google Ads. Click on “Tools” and then on “Placement exclusion list”.



- Click the blue plus button.



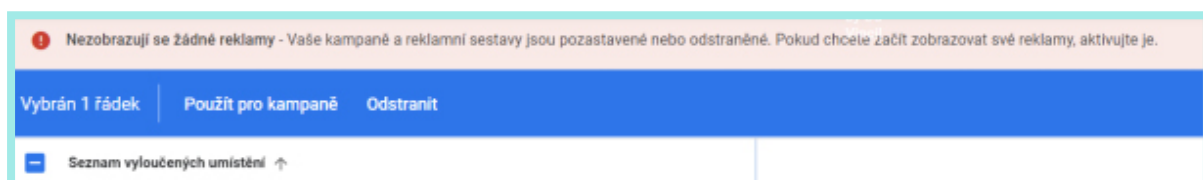
- Upload "New list".



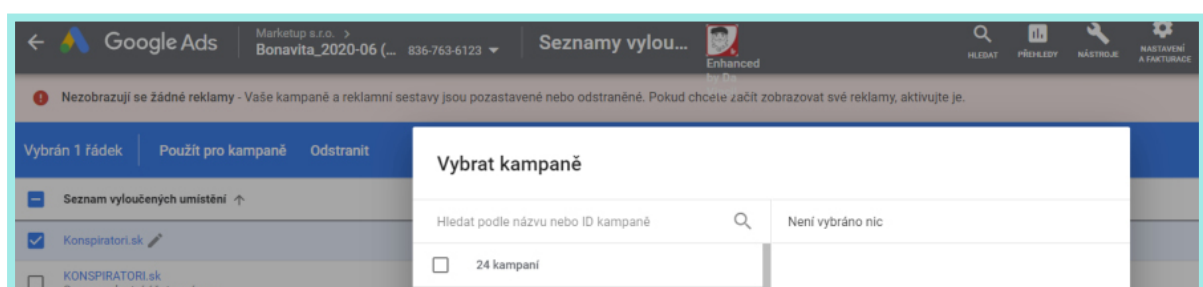
- Name the list and add the option of "Upload file" in Source in the event that you want to upload the **csv that we have prepared**, or Google Tables if you want to use a link to the **Google Spreadsheet comprising our list**. Confirm by clicking on "Apply".



- 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.

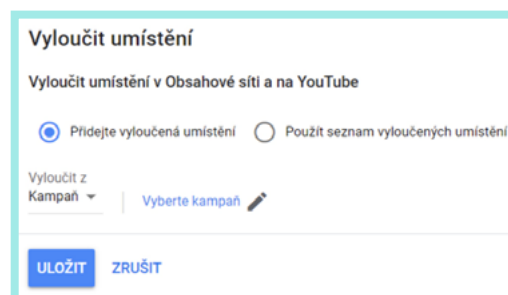
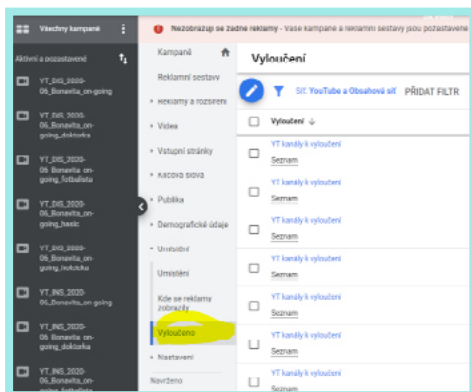


- Choose the campaign to which you want to apply the list.
- Confirm by clicking on "Apply".



2. Manual exclusion at the campaign level

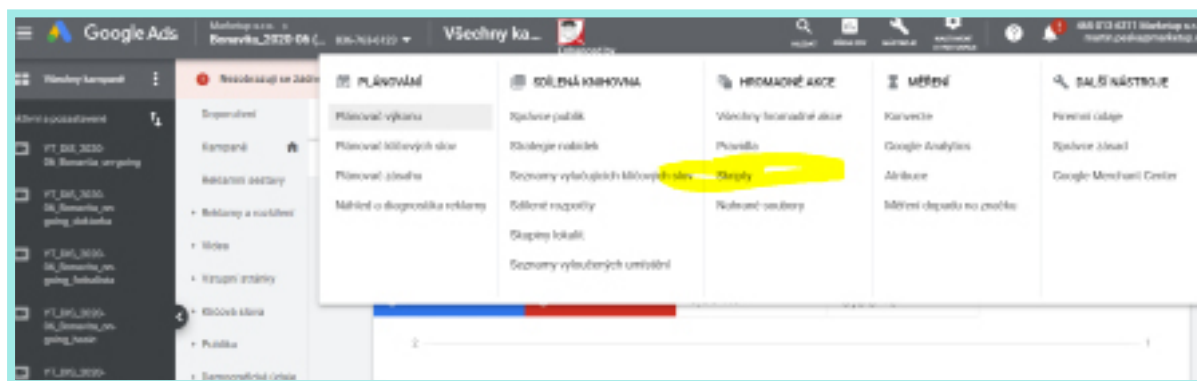
- After logging into your Google Ads account, go to the overview of all campaigns, select "Placement" and then "Excluded".
- You can also click on the blue plus button to edit.
- Here you can add a list of excluded placements and confirm by clicking on "Save".



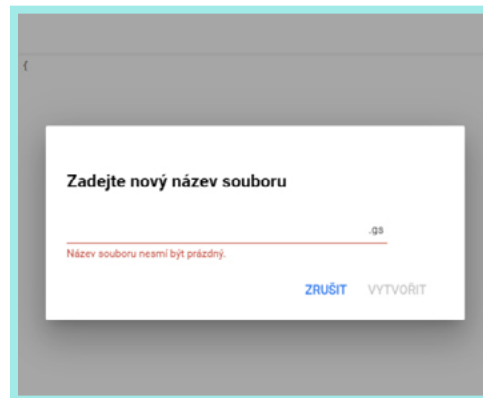
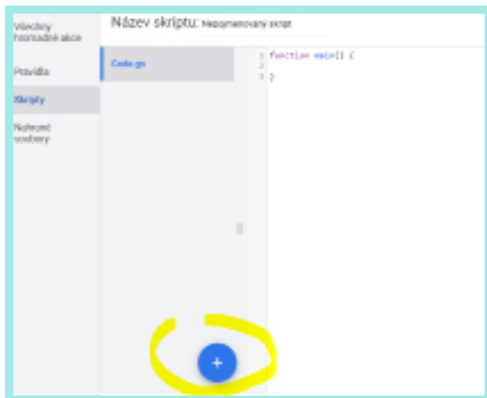
3. Automated domain exclusion

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.
- Select the name of the script.



- Add this script.



- 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.

Etarget

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 Konšpiratory.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**.



- 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. ■ ■