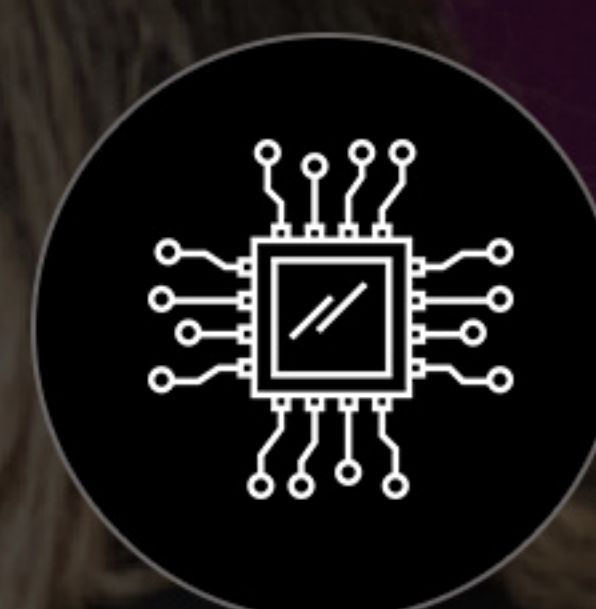


# How Chocolate Premium Combats Ad Fraud?

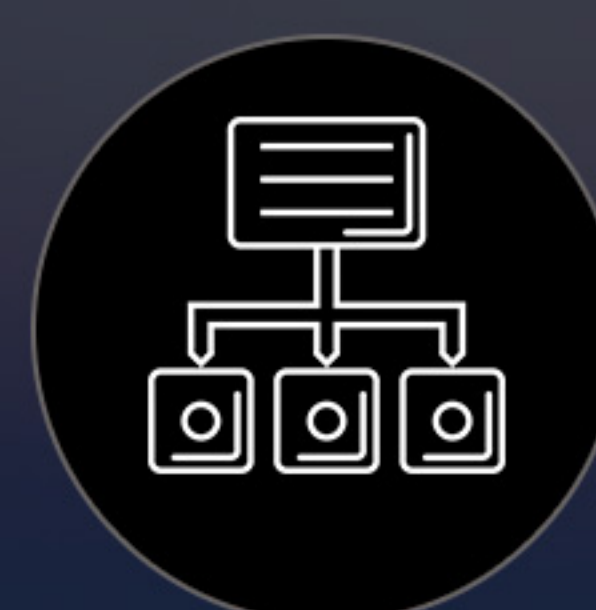
**Chocolate Premium is Committed To  
Stopping Ad Fraud Schemes**



By Partnering With A Leading Trusted  
Third-Party Vendor



By Applying Precise In-House Advanced  
Fraud Detection Methods



By Complying with Latest Industry Initiatives –  
ads.txt, app-ads.txt, sellers.json, TAG Certified Against Fraud



## Partnership with A Trusted Leading Third-Party Vendor

Our partnership with White Ops ensures Chocolate Premium is a brand-safe and transparent platform where DSPs can run brand campaigns with confidence. With the combination of both pre-serve and post-serve process, we are committed to creating a fraud-free ecosystem.



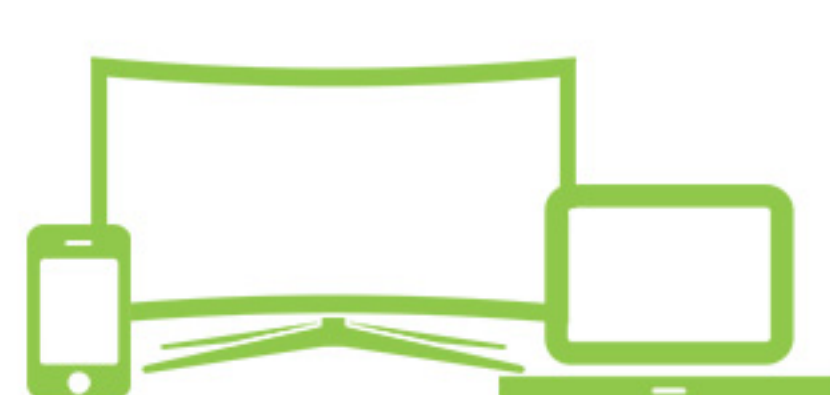
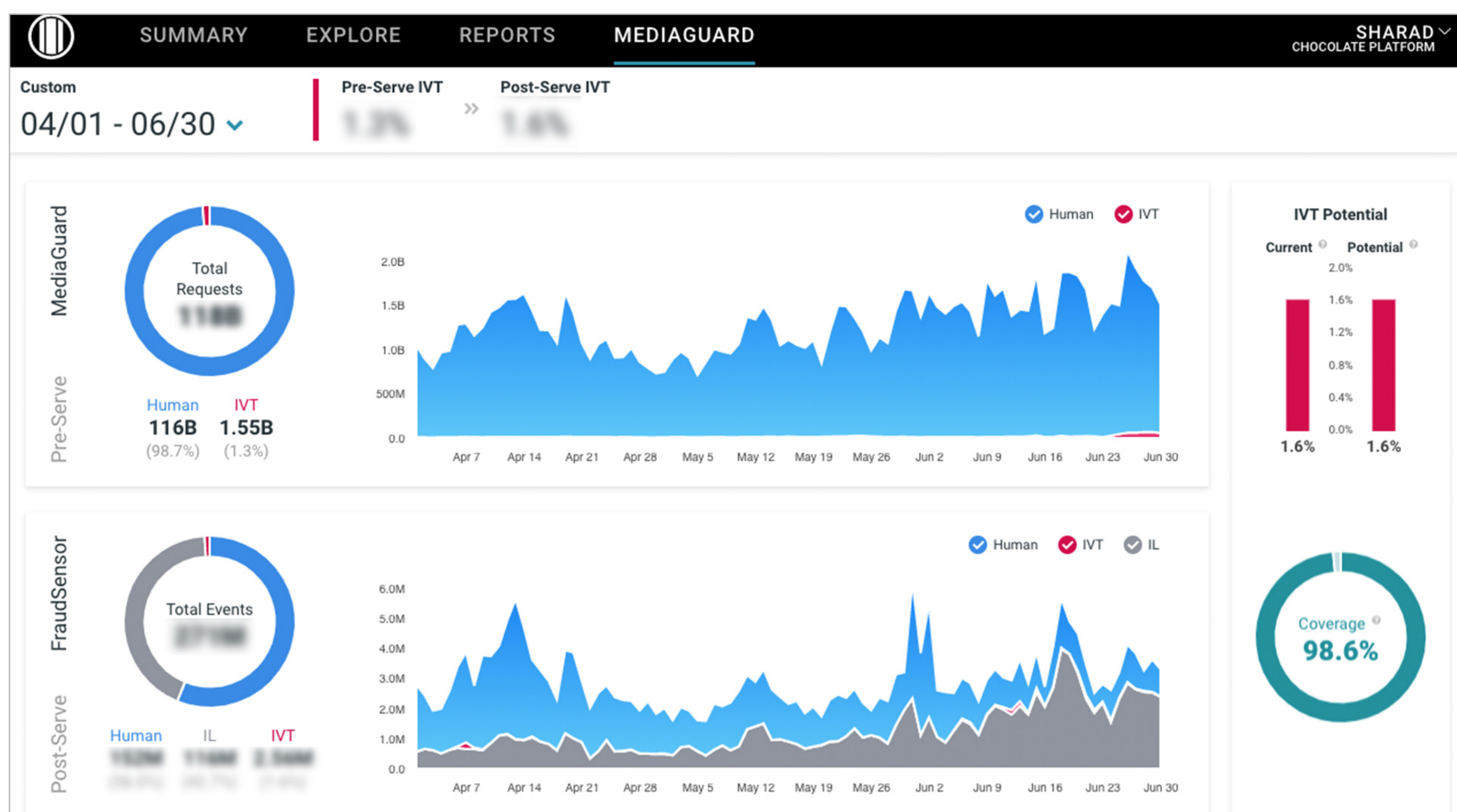
### MediaGuard:

Pre-bid ad fraud prevention | Pre-Serve

### FraudSensor:

Multilayered Fraud Detection | Post-Serve

- ✓ General IVT
- ✓ Human Events
- ✓ Invalid Traffic by Publisher
- ✓ Sophisticated IVT
- ✓ Incomplete Loads
- ✓ Invalid Traffic by App ID



**All Devices & Environments**  
Mobile Web, Mobile App, Desktop, CTV



**100% Traffic Coverage**



**Real-Time Reporting**



## In-House Fraud Prevention Mechanisms

There are growing number of bad actors in the large programmatic advertising ecosystem, fraudsters are becoming more sophisticated in deploying new methods. Our ad quality team uses extensive and advanced detection methods to identify fraudulent activity and stop fraud before it happens.

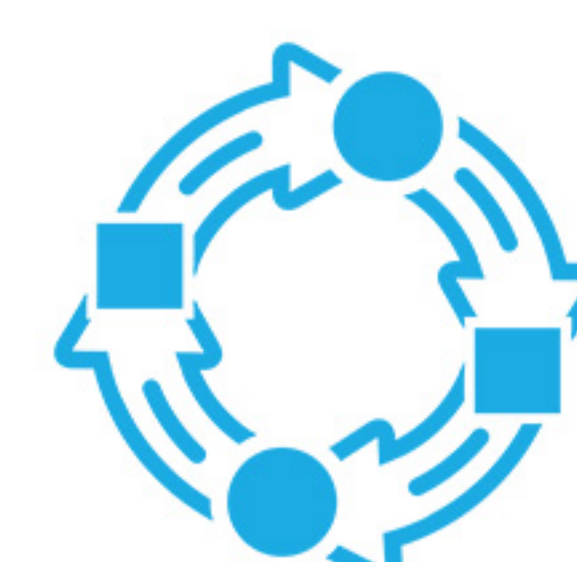
Chocolate Bid Request Rejection Filters	Description
Domain blacklisting	Domain name is in Blacklisted list of domains
Bundle blacklisting	Bundle name is in Blacklisted list of bundles
Spoof filtering	Receive ad call from X property and impression served on Y property
ErrFraudDeviceID	Device ID filtering against fraud device id's list
ErrInvalidDiFormat	UUID V4 format check
ErrInvalidDI	Device id cannot be null or empty when source is app
ErrInvalidAppName	App name cannot be null or empty when source is app
ErrStateMismatch	State mismatch between provided source IP and left most XFF IP
ErrDirectProperty	If direct properties are coming from indirect integrations
ErrBlockedAdultKeyword	Request filtering against Adult keyword list
ErrCountryMismatch	Country mismatch between provided source IP and left most XFF IP
ErrInvalidAspectRatio	CTV ad request should match aspect ratio requirement
ErrInvalidUserAgent	User agent cannot be null or empty
ErrInvalidIP	IP cannot be null or empty
ErrInvalidAdFormat	Ad format cannot be null or empty
ErrInvalidAppBundle	App/bundle cannot be null or empty
ErrInvalidChannelType	Channel type cannot be null or empty
ErrGeoNotAvailable	When IP to geo lookup fails
ErrInvalidSiteName	Site name cannot be null or empty
ErrInvalidRefURL	User agent cannot be null or empty



**Proprietary Technology**



**Rigorous Publisher  
On-Boarding Process**



**Continuous Adaptation**



## Compliance With Anti-Fraud Standards

We partner with leading fraud detection & prevention partners to ensure all digital advertising transactions are transparent, safe and attributed to legitimate buyers and sellers.  
We take very strict measures to work with compliant inventory partners only.

### 100% ads.txt and app-ads.txt compliant inventory only

Chocolate Premium publisher partners are 100% ads.txt and app-ads.txt compliant. Our strict compliance measures and the invite-only program ensures only valid, legitimate inventory is available for programmatic buyers

### Sellers.json and OpenRTB Supply Chain Object Implementation

We provide a complete listing of all direct, resellers, supply partners we work with. All seller details are publicly available and can be reviewed by programmatic buyers.

<https://chocolateplatform.com/sellers.json>

### TAG Certified Against Fraud

Chocolate meets the certifier's requirements for prevention and combating of online transaction fraud, including fraud detection, source identification, process transparency and building accountability.

