

# Introducing the Ad Quality Report

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The Ad Quality report in Freestar Analytics provides you with insights about the impressions that are being blocked by Confiant, Freestar's ad quality partner.

## What is Confiant and how does it work?

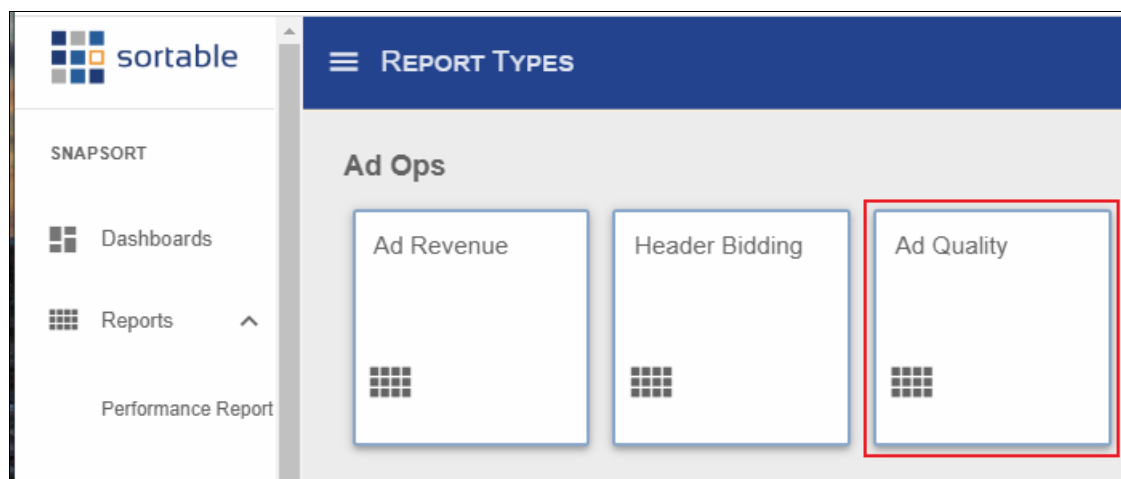
Freestar has partnered with [Confiant](#) to protect you and your website's users from redirects and other malicious ads. Confiant monitors impressions in real time by scanning the ad code before it is delivered to the page. If any part of the code matches Confiant's database of known threats, the ad is blocked from serving.

Our implementation of Confiant is integrated with Freestar's Prebid wrapper, and therefore can monitor any demand serving through that wrapper. Currently, we cannot monitor Google Dynamic Allocation (Ad Exchange and Open Bidding), Amazon TAM, or any other non-Prebid order serving through Google Ad Manager (often referred to as Direct, Self-Serve, or House ads).

## Where can I find the Ad Quality report?

*Note that the Ad Quality report is currently in a limited beta release, and is not yet available to all publishers. If you want to access this report, and do not see it in Freestar Analytics, please reach out to your Account Manager or [accountmanagement@freestar.com](mailto:accountmanagement@freestar.com).*

You can find the Ad Quality report in [Freestar Analytics](#) by navigating to **Reports > Create New Report**.



To create, customize, or save a new Ad Quality report, follow the same process as described in the [Ad Revenue Report Tutorial](#). Also see our [Freestar Analytics FAQ](#) and [Report Terms](#) articles for more information about using and interpreting analyzable reports.

# What dimensions and metrics are available in the Ad Quality report?

The following dimensions are available in the Ad Quality report:


- Account: Name of the customer in Freestar's database
- Country: Country that the impression served in
- Day: The date of the data, based on the selected timezone
- Device Type: The device type associated with the data (Desktop, Smartphone, Tablet, or Unknown)
- Hour: Hour of the data, based on the selected timezone
- Month: Month of the data, based on the selected timezone
- OS: The operating system of the user's device
- Partner: Winner of the impression

**Note:** "Google Dynamic Allocation" includes both AdX and Open Bidding. "Unknown" in this report includes all Direct and House ads.

- Site: Domain that the impression served on

The following metrics are available in the Ad Quality report:

- Total Impressions: The total number of impressions served, including blocked impressions
- Blocked Impressions: The total number of impressions blocked by Confiant
- Block Rate: Blocked impressions divided by the total number of impressions
- Blocked CPM: The average CPM of blocked impressions

We welcome your feedback on this new report! If there are other dimensions or metrics that you would find helpful, please let us know by telling your Account Manager, or by clicking the Feedback button  on the top right of the **analyzable** UI and submitting your comments.

## How do I interpret the Ad Quality report?

The Ad Quality report is designed to give you a better understanding of how many malicious ads are being blocked on your website(s), which demand partners are contributing most to these malicious impressions, and how much malicious advertisers are bidding on your inventory.

### Understanding block rate

- In general, a low block rate is good, as this means there are not many threats serving through your demand channels. However, bear in mind that a spike in block rate can also be good; this means that Confiant is doing its job and preventing your users from experiencing malicious

ads.

- As a benchmark, consider that Confiant's network-wide block rate for 2020 was 0.4%. The demand flowing through Freestar's accounts tends to have a much lower block rate than this, because we work with our demand partners to eliminate fraudulent buyers.
- AdX, Amazon, and Direct orders are currently **not** monitored. Therefore, these partners will always show a 0% block rate because any threats from these sources are not being monitored (or blocked).
- The Block Rate metric is intended to show what proportion of your impressions have been blocked by Confiant. Note that because not all demand is being monitored, this metric should not be used to compare relative ad quality when using dimensions other than Partner.

## Why isn't all of my demand being monitored by Confiant?

As noted above, Freestar's Confiant integration does not monitor all demand serving to our publishers.

- Google Ad Exchange and Open Bidding: Because Freestar's current implementation of Confiant is integrated with our Prebid wrapper, only Prebid connections can be monitored. AdX historically has a very low rate of malicious creatives compared to other exchanges and SSPs, and we consider this a low-risk demand source; however, this stance may be reconsidered in the future.
- Amazon: Amazon TAM and UAM similarly do not flow through Prebid and are therefore not monitored at this time. We are currently working to integrate Confiant with Freestar's TAM connection - watch for this coming soon!
- Direct orders: As described above, because Confiant is integrated with our Prebid container, only demand partners bidding in that container can be monitored. All non-Prebid GAM orders are not monitored. It is the publisher's responsibility to vet these demand sources.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).