

## Brand Safety Spotlight: Leveraging Oracle Advertising Solutions to effectively monitor brand safety and improve performance.

As organizations move more advertising dollars to digital channels and programmatic spaces, it becomes increasingly difficult to track and validate where exactly their ads appeared and in what types of environments. A brand can spend many years and millions of dollars building up a specific image only to have a misplaced advertisement damage their reputation and negatively impact business. To avoid these pitfalls, it is crucial for organizations to have tools in place that can track and monitor the performance of their digital advertisements, and the capabilities to help advertisers deeply understand the context in which their ads are appearing and help them make deliberate choices about which environments their ads may appear.

In addition to helping monitor brand safety and avoiding unsafe environments, these same tools and concepts can be used to improve the overall performance of advertisements by delivering them to specific audiences at the right time in the right place.

To better understand the benefits, costs, and risks associated with Oracle Advertising Solutions, Oracle commissioned Forrester Consulting to conduct two separate Total Economic Impact™ (TEI) studies, one focusing on [Oracle Moat Analytics](#) and one focusing on [Oracle Contextual Intelligence](#).<sup>1</sup> To complete the two studies, Forrester interviewed 11 Oracle Advertising Solutions customers and surveyed an additional 107 US-based customers. Interviewed and surveyed customers who leveraged either Moat Analytics, Contextual Intelligence or both solutions.

This abstract will focus on how the use of Moat Analytics and Contextual Intelligence together can help organizations monitor and improve brand safety

### Voice Of The Customer:



“Moat data helps us understand where there are potential liabilities that we need to address, flags content that is potentially running in an unsafe environment, and lets us quickly mitigate the risk.”

-Global digital lead, media agency

### Survey Data:



**81%** of US advertising strategy and analytics decision makers surveyed stated that **gaining greater access to brand safe/suitable environments is a top/high priority over the next 12 months.**

and subsequently improve the performance of their campaigns overall.

### INVESTMENT DRIVERS

Interviewed and surveyed customers share common investment drivers around brand safety:

- **Shift in advertising strategy to focus on quality of impressions rather than cost efficiency.** Organizations started to realize that traditional digital advertising strategies may not be yielding the best possible outcomes and needed better tools and technology to make informed media strategy decisions. A senior manager of media and data in the food and beverage industry said: “We were not able to just make sure that our brand safety and fraud protection were in check and couldn’t use analytic quality metrics to understand what type

of content people are leaning into the most and what type of audiences are paying attention to that content the most. None of this was being done previously and, to be fair, there wasn't a whole lot of incentive to because again, everything was based on efficiency, efficiency, efficiency. But I think you have to start focusing on quality as well and focus on improving ROI over time instead of just efficiency."

**"Brand safety is extremely important for us because a misplaced ad could be screenshotted, shared, and start trending, causing material damage to the brand."**

*Global digital lead, media agency*

- **Changing rules and attitudes towards cookies make it challenging for advertisers to meet ROI expectations while maintaining brand safety standards.** The associate director of marketing from the food and beverage industry stated, "With digital advertising, our core focus is on optimizing campaigns and maximizing our ROI. But we must also consider brand safety and where our ads are showing up, especially for our younger audiences. I feel really confident about both with Oracle Contextual Intelligence."
- **Risks associated with a brand safety incident.** As brand safety incidents become more common, and the potential consequences more clear, advertisers are fielding more questions from their senior leadership and company board members about steps they are taking to prevent such an issue from occurring.

#### **AWARENESS OF RISKS OF BRAND SAFETY INCIDENT ARE GROWING**

For the "The Total Economic Impact™ Of Oracle Moat Analytics" study, Forrester conducted a review

of the interviewees' organizations' annual 10-K reports that were filed in 2020 and 2021 to learn how they evaluate and report on risks to their brand reputation.<sup>2</sup>

Forrester's analysis of the interviewees' organizations' 10-K data found that:

- All emphasized the importance of protecting brand reputation, image, loyalty, and equity.
- All cited "media" as a potential risk area, including how customers represent and discuss the brand.
- Three out of five reports stated that social media can originate, accelerate, or worsen threats to brand reputation, regardless of whether the threats are true or not.
- All discussed the potential and realized benefits of leveraging media to promote brand awareness and image, even in the face of the risks.
- Four out of five stated that lost brand reputation could damage their ability to attract, retain, and excite customers, therefore hurting sales and revenue.

Companies are still learning to recognize and report on the risks of social media and the potential for eroded brand reputation. Nonetheless, the data from these five annual reports is promising with significant awareness regarding the importance of brand reputation and at least some of the potential negative impacts should companies fail to protect it.

**"Oracle's negative contextual targeting feature ensures that brands are not running ads within content that could be considered damaging to our brand reputation."**

*Brand and marketing manager, gaming*



**READ THE FULL STUDY HERE**

## ORACLE MOAT ANALYTICS AND ORACLE CONTEXTUAL INTELLIGENCE BRAND SAFE, SUITABLE AND RESPONSIBLE MEDIA SOLUTIONS

Features of each solution that have the biggest impact on brand safety:

- **Centralized platform to track, monitor and measure all digital advertisements across platforms and regions.** Moat Analytics can monitor and measure most advertisements, producing consistent and customizable metrics that organizations can feed into larger analytics platforms, or use to inform marketing and advertising strategy.

Contextual Intelligence allows organizations to curate the environments their ads were served in, reaching the right consumers at the right moment to instigate a purchase.

- **Delivery speed and accuracy.** Interviewed customers noted that both Moat Analytics and Contextual Intelligence help them act faster and make better decisions.

For Moat Analytics, a global digital lead at a media agency said “We leverage the Moat Analytics data for two main tasks, we use the real-time metrics to optimize media that is currently running to improve viewability and drive better performance. We also use the Moat data to audit exactly where our ads run and work with publishers to enforce transparency, drive incremental improvement, or recoup some of the wasted money if they mis-execute. Between these two areas, Moat basically pays for itself.”

For Contextual Intelligence, interviewees felt that Oracle’s delivery speed and accuracy gave them competitive advantages. For example, the associate director of marketing from the food and beverage industry stated, “The speed is incredibly fast. I can make a decision to advertise something in the morning, and I can get some

preliminary results by lunchtime and say, ‘You know what, I don’t want to advertise in the platform anymore, full stop.’”

- **Ability to leverage brand suitability tactics supplemented with performance and tracking data.** By leveraging Contextual Intelligence to support brand suitability strategies, organizations are able to set specific parameters for the target audience and type of environment they want their ad to run in while Moat Analytics provides the tracking and performance data needed to validate that the ads were delivered as promised. Each solution is powerful on its own but by leveraging both together, organizations can build in a high amount of control and certainty about where ads are running, the type of environment they are in, and the specific audience or persona that they are served to.

**“We use Moat to put smarter brand safety measures in place. We use the data to expand the scale of inventory that we could potentially buy on and then within that inventory, determine how to ensure that we’re being placed on quality sites.”**

*Senior manager of media and data, food and beverage*

## EVALUATING THE COST OF A BRAND SAFETY INCIDENT

Brand incidents negatively impact companies, employees, shareholders, and beyond. The likelihood of experiencing one and its relevant cost and severity will vary significantly depending on the nature and severity of the incident.

For this analysis, we will focus specifically on a brand incident stemming from advertising content being displayed in a brand unsafe environment and amplified through media and social media.

## Corporate Values Are More Important Now Than Before The Pandemic

- **Consumers still care about brand reputation, values, and environmental, social, and governance (ESG) impact even during the pandemic — and, in some cases, value it even more highly now.** In a survey conducted several months after the start of the pandemic in 2020, Forrester found that 60% of online adult respondents based in the US now consider brand reputation, brand values, or ESG as “Most important” factors when making a purchase.<sup>3</sup>
- **As consumers decide which brands to buy or use, brand trust and brand reputation are essential.** According to Forrester, 53% of surveyed US online adults preferred to buy from brands that stay true to their own values, while 43% of US adults surveyed will favor a product that takes a stand on shared political values when comparing two brands.<sup>4</sup>

## Categories Of Potential Brand Safety Incident Costs

The cost of a brand safety incident can vary significantly depending on the brand, severity of the issue, reach of the public reaction, sensitivity of customers, and the brand’s reaction. Potential brand safety incident cost categories, along with the potential impact to the business, include:

- **Cost to recover.** These costs directly impact a company’s balance sheet via operating expenses and labor costs.
- **Reputation and customer experience (CX).** These costs lead to financial impact in areas such as lost revenue and market capitalization. There are short- and long-term consequences to such metrics.
- **Lost revenue.** Lost revenue directly impacts a company’s top line cash flow and incremental losses are rarely recovered.

- **Lost market capitalization.** While the cost is certainly real and critical, measuring and attributing losses to a brand incident can be near impossible within the context of volatile, speculative, and sometimes-irrational markets where broader trends can also hide or override the impact of an incident.

**“Not only are brands getting the ROI from Oracle, but by showing up in their customers favorite spots, they’re also getting a positive brand halo above and beyond the measurable dollars.”**

*CEO, analytics*

- **Security and threats.** The business itself may face lost revenue and excess operating costs from disrupted operations, along with additional costs of security, property damage, insurance, and liability.
- **Risk of making wrong decisions.** Brand incidents can lead to major pressure to make business decisions or take positions that may or may not be in the company’s or customers’ long-term interests.

## TOTALING THE POTENTIAL COSTS OF A BRAND SAFETY INCIDENT

Considering the many categories of costs and losses that can occur in a brand safety incident, it is very easy to map out scenarios where even a relatively small and short-lived brand incident can quickly rack up anywhere from \$100,000 to millions of dollars in labor, costs, and losses. No matter the scale of an incident, lost reputation alone threatens market capitalization. With 80% of the total market value of companies in the S&P 500 made up of intangibles like brand value, Forrester found that an incident can meaningfully undercut shareholder value.<sup>5</sup>

However, there is good news. Brand incidents stemming from advertisements being placed in brand unsafe environments can often be avoided with the proper tools and processes in place. Brands can leverage brand safety solutions like those offered by Oracle Advertising to identify potential brand unsafe environments during the pre-bid process, ensuring that advertising dollars are spent only on sites and publishers who align to brand values. They can also leverage brand safety technology to identify sites that do contain potentially brand unsafe content and block the ads from displaying on those sites, losing out on impressions but reducing the risk of a negative public relations (PR) incident.

### Survey Data

For customers who improved brand safety as a result of their investment in Oracle Advertising solutions:

- 88% reduced public relations costs and/or the number of public relations incidents annually
- 80% improved performance of digital media

Benefits are attributed to the use of Oracle Advertising solutions.

### KEY RESULTS

Below we highlight some of the key results that customers shared from their investment in Oracle Advertising Solutions related to brand safety.

#### Quantified Benefits Related To Brand Safety.

Brand safety was a component of two of the quantified benefits highlighted in the Moat Analytics TEI study:

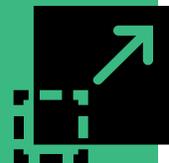
- **Budget efficiency for programmatic advertisements through improved brand**

**safety tactics.** Interviewees' organizations reduced the need to block ads appearing in an unsafe brand environment with Oracle pre-bid brand safety optimization. One organization performed an analysis and concluded they were able to reduce preventative ad blocking due to a brand unsafe environment from a baseline of about 10% when using an alternate solution to around 1% with Oracle Moat Analytics and Oracle Advertising pre-bid brand safety segments.

- **Increased attributable profit.** By reducing the instances of blocking, organizations effectively deliver more impressions with the same budget, creating more opportunities for conversions and improving ROI.
- **For the financial model:** with Oracle Advertising brand safety tools, the composite organization improves brand safe rates by 67.5% from 92% before Oracle to 97.4% after three years, increasing the reach of their campaign without sacrificing brand safety outcomes.

One interviewee's organization improved the accuracy of their brand safety classifications with Oracle Advertising brand safety as measured by Moat Analytics, increasing campaign reach by:

**7% to 10%**



**Qualitative Brand Safety Benefits.** While not all benefits related to brand safety were quantified in the two studies, the results of improving and gaining better control over brand safety are hard to overstate given the potential harm an incident could cause.

- **Reduced risk of brand safety incident.** Organizations had greater control and visibility

into the environments that their advertisements were running, allowing them to reduce blocking, reduce brand unsafe rates, and subsequently reduce the likelihood of a brand safety incident.

- **Brand safety and compliance.** The interviewees noted that their organizations got unquantified benefits from a brand safety and compliance perspective from Oracle Contextual Intelligence. Oracle helped these brands to show up in environments where their potential customers were likely to be, but also to avoid locations that might have a negative impact on their brand. For example, the brand and marketing manager from the gaming industry shared that their firm has brand safety constantly turned on for their contextual advertising with Oracle, as their business cannot show up as advertising in children's content. Specifically, they used Oracle's custom segments feature to be able to exclude from their advertising placements a teen drama show that has a wide audience of all age ranges.

### **SAMPLE CALCULATION TABLE: AVOIDED BUSINESS LOSSES RELATED TO A BRAND SAFETY INCIDENT**

Interviewees recognized that a brand safety incident could have a significant material impact and acknowledged that Oracle Advertising solutions reduced the risk of one of these incidents but struggled to define the financial impact because the nature of the incident could vary widely.

Below, we will present one way to evaluate the potential business losses associated with brand safety incidents. This section leverages data collected from customers and leaves room for readers to input their own data to help better understand the potential financial impact of a brand safety incident, and the value Oracle Advertising solutions can add by reducing those risks. This benefit was not and should not be included in the ROI calculation or the financial model.

**Evidence and data.** Interviewees agreed that the ability to accurately monitor and control for brand safety was an important capability of Moat Analytics and gave their organizations more confidence in trusting that their ads were running where they were supposed to alongside brand-safe content. This was specifically true for organizations who were purchasing programmatic ads because there was less control and visibility over where, exactly, those advertisements were placed.

- The global digital lead at a media agency explained how the organization viewed brand safety for clients: "With brand safety, it's less about ROI and more about protecting the brand from potential PR disaster. It's very hard to estimate the impact because each situation is nuanced and different, but if you put a PR value on it, an incident could cost a humongous amount of money and/or goodwill."

**Modeling and assumptions.** When calculating this benefit, it is important to consider the following:

- Readers should replace these numbers with their organizations' own numbers where available. Numbers presented in this chart are based on supplemental Forrester research.
- Expected lost revenue impact will vary depending on the severity of the incident. Organizations should use historical data for reference.
- Brand unsafe content before and after Moat Analytics is based on interview and survey data and pulled from the financial model.

## Avoided Business Losses Related To A Brand Safety Incident

Ref.	Metric	Calculation	Year 1	Year 2	Year 3
X1	Annual revenue	User data	Input data	Input data	Input data
X2	Expected lost revenue per day	Forrester research	0.5%	0.5%	0.5%
X3	Duration of lost revenue in days	Forrester research	60	60	60
X4	Subtotal: Expected lost revenue per incident	$(X1/365)*X2*X3$	Calculation	Calculation	Calculation
X5	Brand unsafe content before Moat	1-A7	8%	8%	8%
X6	Brand unsafe content with Moat	A9	4.0%	3.2%	2.6%
X7	Subtotal: Reduction in brand unsafe content with Moat	$1-X6/X5$	50%	60%	67.5%
Xt	Avoided business losses related to a brand safety incident	$X7*X4$	$X7*X4$	$X7*X4$	$X7*X4$
	Risk adjustment	20%			
Xtr	Avoided business losses related to a brand safety incident (risk-adjusted)	$Xt*(1-risk\ adjustment)$	Calculation	Calculation	Calculation
<b>Three-year total: \$XXX,XXX</b>			<b>Three-year present value: \$XXX,XXX</b>		

### TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full studies: “The Total Economic Impact™ Of Oracle Moat Analytics,” November 2021 and “The Total Economic Impact™ Of Oracle Contextual Intelligence,” February 2022, both commissioned studies conducted by Forrester Consulting on behalf of Oracle.

### STUDY FINDINGS

Forrester interviewed 11 decision-makers at organizations with experience using Oracle Advertising Solutions and surveyed 107 US-based customers and combined the results into a three-year composite organization financial analysis.:

#### The Total Economic Impact™ Of Oracle Moat Analytics, November 2021



Return on investment (ROI)  
287%

#### The Total Economic Impact™ Of Oracle Contextual Intelligence, February 2022



Return on investment (ROI)  
105%

## Appendix A: Endnotes

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<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

<sup>2</sup> Publicly traded companies are required by the US Securities and Exchange Commission (SEC) to file a comprehensive report about their business on an annual basis in a 10-K report. These long reports are official documentation offering insight on the company's strategy, performance, prospects, and risks.

<sup>3</sup> Source: "The Data Digest: Over Half Of US Online Adults Consider Brand Impact When Making A Purchase," Forrester Research, Inc., January 15, 2021.

<sup>4</sup> Source: "Brands And Politics Collide," Forrester Research, Inc., April 14, 2021.

<sup>5</sup> Source: "Brands Forget The Rules Of Modern Marketing When Crisis Hits," Forrester Research, Inc., August 23, 2018.

### DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Oracle and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Oracle Advertising Solutions.
- Oracle reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Oracle provided the customer names for the interview(s) but did not participate in the interviews.

### ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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