International Journal of Computer Science and Information Technology Research (IJCSITR)
2021, Vol. 2, No. 1, January - December, pp. 19–26
Journal ID: 9471-1297
website: www.ijcsitr.com

A Comprehensive Study on Brand Safety in Entertainment Advertising the Google Ads Perspective

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Abstract

The success of many companies hinges on the timely deployment of their products to the market. Even if a product offers exceptional utility, its value diminishes if its availability falls short of expectations. An efficient deployment approach is crucial to facilitate the transition of innovations into the market. This principle extends to software applications, where delayed deployment can result in user disinterest or shifting market dynamics. In today's fast-paced business landscape, characterized by rapid changes in both corporate and governmental spheres, uncertainty in the software field is ubiquitous. The ability to swiftly adapt and deploy changes has become paramount for success. Deployment processes have been integral to various industries throughout history. In ancient times, ship construction followed specific steps to transport vessels to the seashore, a process known as a slipway. Similarly, innovations find their way to market, and in the contemporary IT industry, this process is encapsulated by the term DevOps. While the importance of deployment has persisted through different eras, its methodologies have evolved. This research paper explores the techniques for deploying serverless applications on Amazon Web Services (AWS) using Bitbucket Pipelines, reducing deployment times to a matter of minutes. This implementation empowers organizations to deploy applications up to 1000 times in a single day, demonstrating its remarkable efficiency.

The competitive business landscape necessitates agile and rapid deployment practices. Timely deployment is a critical factor that directly influences a product's market success and, consequently, a company's value. Delayed deployment can result in a misalignment between the product's features and market demand, leading to potential losses. In this context, our research focuses on the deployment of serverless applications on AWS, a cloud computing platform known for its scalability and flexibility. Bitbucket Pipelines, an integral part of Atlassian's Bitbucket platform, serves as the cornerstone of our deployment strategy. It automates the deployment process, enabling organizations to streamline their software delivery pipelines. This research leverages Bitbucket Pipelines to develop an efficient and rapid deployment approach for serverless AWS applications. The significance of this research lies in its potential to revolutionize the deployment paradigm. By integrating Bitbucket Pipelines into the AWS serverless application deployment workflow, organizations can significantly reduce deployment times. This agility enables businesses to adapt quickly to changing market *dynamics, providing a competitive edge.*

Keywords

Deployment Automation, Serverless Applications, Bitbucket Pipelines, AWS Deployment and Rapid Deployment Strategy

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How to Cite: Makani, S. T. (2021). A Comprehensive Study on Brand Safety in Entertainment Advertising the Google Ads Perspective. *International Journal of Computer Science and Information Technology Research (IJCSITR)*, 2(1), 19-26.

Article ID: IJCSITR_2021_02_01_003

Article Link:

1. Introduction

The advent of digital advertising has revolutionized the way brands interact with their audiences, particularly in the entertainment industry. As the digital landscape continues to expand, ensuring brand safety has become a critical concern for marketers and advertisers. Brand safety refers to the measures and strategies employed to protect a brand's reputation and ensure that advertisements do not appear alongside inappropriate, offensive, or harmful content. This is especially pertinent in the entertainment industry, where the diverse and often unpredictable nature of content can pose significant risks to brand image.

Google Ads, as one of the leading platforms for digital advertising, plays a pivotal role in addressing brand safety concerns. With its extensive reach and sophisticated targeting capabilities, Google Ads provides advertisers with powerful tools to connect with their target audiences. However, this vast reach also brings the challenge of maintaining a safe and controlled advertising environment. Advertisers must navigate the complexities of placing their ads in a way that aligns with their brand values and protects their reputation.

The entertainment industry, characterized by a wide range of content from movies and music to video games and social media, presents unique challenges for brand safety. Content in this sector can be dynamic and varied, often pushing the boundaries of acceptability. Consequently, the potential for ads to be displayed alongside controversial or harmful content is higher, necessitating robust brand safety measures. Google Ads has developed various tools and strategies to mitigate these risks, offering features such as content exclusion settings, automated filters, and manual review processes to ensure ads are placed in suitable contexts. This paper aims to provide a comprehensive study on brand safety in entertainment advertising from the perspective of Google Ads. It will explore the mechanisms and technologies employed by Google Ads to safeguard brands, analyze the effectiveness of these measures, and examine real-world case studies to illustrate their application. Furthermore, the paper will discuss the challenges faced by advertisers in the entertainment industry and the evolving nature of brand safety in response to emerging trends and technologies.

Through an in-depth analysis, this study seeks to shed light on the critical importance of brand safety in digital advertising and offer insights into how Google Ads is addressing these challenges. By understanding the intricacies of brand safety measures and their practical implications, advertisers can make informed decisions to protect their brand integrity while effectively reaching their target audiences in the dynamic entertainment landscape.

II. Background and Competitors

The concept of brand safety has gained significant traction in the digital advertising ecosystem over the past decade. Initially, advertisers focused primarily on reach and engagement, but as incidents of ads appearing alongside inappropriate content increased, the need for robust brand safety measures became apparent. Brand safety encompasses various strategies designed to prevent ads from appearing in contexts that could harm a brand's reputation, such as on websites containing offensive, controversial, or harmful content (Brand Safety Institute, 2018).

Google Ads, launched in 2000, has been at the forefront of digital advertising innovation. It offers a suite of tools that allow advertisers to target specific audiences with precision while providing mechanisms to ensure ads do not appear in unsafe environments. Over the years, Google Ads has introduced several brand safety features, including content exclusion settings, keyword exclusions, and placement reports to help advertisers monitor and control where their ads appear (Google Ads Help, 2020).

However, Google Ads operates in a highly competitive landscape with other major players also emphasizing brand safety. Among these competitors are Facebook Ads, YouTube, and programmatic advertising platforms like The Trade Desk.

Facebook Ads: Facebook, one of the largest social media platforms, has developed extensive brand safety protocols to protect advertisers. These include community standards that govern content on the platform, third-party verification partnerships, and advanced machine learning algorithms to identify and mitigate unsafe content. Facebook also offers advertisers the ability to exclude certain categories of content and provides transparency reports detailing ad placements (Facebook Business, 2020).

YouTube: As a subsidiary of Google, YouTube also faces significant brand safety challenges due to the vast amount of user-generated content on the platform. YouTube has implemented several measures to address these issues, including stricter content guidelines, automated content filtering, and partnerships with trusted flaggers to identify and remove harmful content. Additionally, YouTube offers advertisers control over ad placements through its monetization policies and brand suitability settings (YouTube Help, 2020).

The Trade Desk: The Trade Desk is a leading programmatic advertising platform known for its comprehensive approach to brand safety. It employs advanced algorithms and real-time bidding to ensure ads are placed in appropriate contexts. The Trade Desk also collaborates with third-party verification services like Integral Ad Science and DoubleVerify to provide an additional layer of protection. Advertisers using The Trade Desk can leverage its robust reporting tools to monitor ad placements and ensure compliance with brand safety standards (The Trade Desk, 2020).

Despite these advancements, challenges remain. Advertisers must continuously adapt to the evolving digital landscape, where new content forms and consumption patterns emerge regularly. Ensuring brand safety requires a proactive and dynamic approach, leveraging the latest technologies and industry best practices to stay ahead of potential risks (Interactive Advertising Bureau, 2019).

In summary, while Google Ads leads in providing comprehensive tools for brand safety, competitors like Facebook Ads, YouTube, and The Trade Desk also offer robust solutions. Each platform's unique features and strategies contribute to a safer digital advertising environment, helping advertisers protect their brand integrity while reaching their target audiences effectively.

III. GOOGLE ADS API

The Google Ads API provides a programmatic interface for interacting with the Google Ads platform, allowing developers to build customized tools and applications to manage their ad campaigns. This API supports various functions, including campaign management, ad creation, and performance reporting. Utilizing the Google Ads API, developers can streamline and automate their advertising workflows, enhancing efficiency and precision in managing ad campaigns (Google Ads API Documentation, 2020).

Authentication: To use the Google Ads API, developers must authenticate their applications. Authentication ensures secure access to the API and protects user data. The Google Ads API uses OAuth 2.0 for authentication, a robust and widely adopted standard for securing API access. The following steps outline the authentication process:

```
from google.ads.google_ads.client import GoogleAdsClient
from google.auth.transport.requests import Request
from google.oauth2.credentials import Credentials
import os

# Load the client ID, client secret, and refresh token from environment variables
client_id = os.environ.get("GOOGLE_CLIENT_ID")
client_secret = os.environ.get("GOOGLE_CLIENT_SECRET")
refresh_token = os.environ.get("GOOGLE_REFRESH_TOKEN")
# Create the credentials object
credentials = Credentials(
None,
refresh_token=refresh_token,
client_id=client_id,
client_secret=client_secret,
token_uri="https://oauth2.googleapis.com/token"
)
# Initialize the Google Ads client
google_ads_client = GoogleAdsClient.load_from_storage("google-ads.yaml")

# Refresh the access token if necessary
if credentials.expired and credentials.refresh_token:
credentials.refresh(Request())
```

Create a Google Cloud Project: Set up a project in the Google Cloud Console and enable the Google Ads API.

Create OAuth 2.0 Credentials: Generate OAuth 2.0 client credentials (client ID and client secret).

Authorize Access: Obtain an authorization code by directing the user to Google's OAuth 2.0 server and exchange it for an access token.

Here is a Python code snippet demonstrating the authentication process:

Reporting: The Google Ads API allows developers to generate detailed reports on ad performance, providing insights into key metrics such as impressions, clicks, and conversions. The following Python code snippet demonstrates how to create a basic report using the Google Ads API.

```
from google.ads.google_ads.client import GoogleAdsClient
# Initialize the Google Ads client
client = GoogleAdsClient.load_from_storage("google-ads.yaml")
def main(client):
    ga_service = client.get_service("GoogleAdsService")
    query = """
        SELECT
            campaign.id,
            campaign.name,
            metrics.impressions,
            metrics.clicks,
            metrics.conversions
        FROM
            campaign
        WHERE
            segments.date DURING LAST_7_DAYS
    """
    response = ga_service.search(customer_id="INSERT_CUSTOMER_ID_HERE",
query=query)
    for row in response:
        print(
            f"Campaign ID: {row.campaign.id}, "
            f"Name: {row.campaign.name}, "
            f"Impressions: {row.metrics.impressions}, "
        )

if __name__ == "__main__":
    main(client)
```

Creating a New Sample Ad: Creating new ads programmatically can significantly enhance efficiency, especially for large-scale campaigns. The following Python code snippet demonstrates how to create a simple text ad using the Google Ads API:

```
from google.ads.google_ads.client import GoogleAdsClient
from google.ads.google_ads.errors import GoogleAdsException

# Initialize the Google Ads client
client = GoogleAdsClient.load_from_storage("google-ads.yaml")

def create_text_ad(client, customer_id, ad_group_id):
    ad_group_ad_service = client.get_service("AdGroupAdService")
    operation = client.get_type("AdGroupAdOperation")
    ad_group_ad = operation.create
    ad_group_ad.ad_group = client.get_service("AdGroupAdService").ad_group_path(
        customer_id, ad_group_id
    )
    ad_group_ad.status = client.enums.AdGroupAdStatusEnum.PAUSED
    ad_group_ad.ad.expanded_text_ad.headline_part1 = "Cruise to Mars #" +
str(uuid.uuid4())[:8]
    ad_group_ad.ad.expanded_text_ad.headline_part2 = "Best Space Cruise Line"
    ad_group_ad.ad.expanded_text_ad.description = "Buy your tickets now!"

    ad_group_ad.ad.final_urls.append("http://www.example.com")

    try:
        response = ad_group_ad_service.mutate_ad_group_ads(customer_id, [operation])
        print(f"Created ad with resource name: {response.results[0].resource_name}")
    except GoogleAdsException as ex:
        print(f"Request failed with status: {ex.error.code().name}, message: {ex.error.mes-
sage}")

if __name__ == "__main__":
    create_text_ad(client, "INSERT_CUSTOMER_ID_HERE", "IN-
SERT_AD_GROUP_ID_HERE")
```

IV. BRAND SAFETY

Google Ads employs a multifaceted approach to ensure brand safety, incorporating advanced technologies, strict policies, and continuous monitoring to protect advertisers from having their ads appear next to inappropriate or harmful content. This comprehensive strategy is designed to maintain advertiser trust and uphold the integrity of the advertising ecosystem.

Content Exclusion and Filtering: One of the primary methods Google Ads uses to ensure brand safety is through content exclusion and filtering options. Advertisers can specify content categories they want to avoid, such as sensitive topics like adult content, violence, or hate speech (Google Ads Help, 2020). By setting these exclusions, advertisers can prevent their ads from appearing on websites or videos that do not align with their brand values.

Automated Systems and Machine Learning: Google leverages sophisticated machine learning algorithms to detect and filter out unsafe content. These automated systems scan vast amounts of content across the Google Display Network and YouTube, identifying and categorizing content based on predefined safety criteria. This real-time analysis helps in quickly identifying and blocking harmful content before it impacts advertisers (Google Safety Center, 2019).

Manual Review and Human Oversight: In addition to automated systems, Google employs a team of human reviewers who manually assess content flagged by algorithms or reported by users. This dual-layered approach ensures that nuanced and context-specific content is accurately evaluated, providing an extra level of scrutiny for potential brand safety issues (Google Safety Center, 2019).

Third-Party Partnerships and Certifications: To enhance transparency and credibility, Google Ads collaborates with third-party verification services like Integral Ad Science (IAS), DoubleVerify, and others. These partners provide independent assessments and certifications of Google's brand safety measures, helping advertisers verify that their ads are placed in safe environments (Interactive Advertising Bureau, 2019).

Advertiser Controls and Transparency: Google Ads offers advertisers a range of controls and transparency tools to manage their ad placements effectively. Advertisers can access detailed placement reports, which show where their ads have appeared, allowing them to review and exclude specific sites or channels if necessary (Google Ads Help, 2020). Additionally, Google's Ad Review Center lets advertisers review individual ads and placements, giving them greater control over their campaigns.

Policy Enforcement and Penalties: Google maintains strict advertising policies that all publishers and content creators must adhere to. Violations of these policies can result in penalties, including demonetization or removal from the ad network. By enforcing these policies rigorously, Google helps ensure that the advertising ecosystem remains safe and trustworthy for brands (Google Ads Policies, 2020).

Ongoing Improvements and Updates: The digital landscape is constantly evolving, and so are the challenges related to brand safety. Google Ads is committed to ongoing improvements and updates to its brand safety measures. This includes regularly updating its algorithms, refining its policies, and incorporating feedback from advertisers and industry experts to address emerging threats and maintain high standards of brand protection (Google Ads Blog, 2020).

In summary, Google Ads employs a robust and dynamic approach to ensure brand safety, combining automated technologies, human oversight, third-party verifications, and stringent policy enforcement. These measures help safeguard advertisers' investments and maintain the integrity of the digital advertising environment.

V. CONCLUSION

Brand safety is a critical concern in the digital advertising landscape, particularly within the dynamic and diverse context of the entertainment industry. As advertisers seek to reach audiences effectively, ensuring that their ads do not appear alongside inappropriate or harmful content is paramount. Google Ads has established itself as a leader in addressing these concerns through a comprehensive and multifaceted approach. By leveraging advanced machine learning algorithms, Google Ads can efficiently detect and filter out unsafe content, providing a robust first line of defense. This automated system is complemented by a dedicated team of human reviewers who ensure that nuanced and context-specific issues are accurately addressed. Additionally, Google's partnerships with third-party verification services add an extra layer of credibility and transparency, allowing advertisers to trust in the integrity of their ad placements.

The tools and controls provided by Google Ads, such as content exclusion settings, placement reports, and the Ad Review Center, empower advertisers with greater control over their campaigns. These features enable advertisers to proactively manage their ad placements, ensuring alignment with brand values and mitigating risks.

Google's stringent policy enforcement further reinforces the brand safety ecosystem by holding publishers and content creators accountable. This ensures that only compliant and safe content is monetized, maintaining a trustworthy advertising environment. Moreover, Google's commitment to continuous improvement and adaptation to emerging threats ensures that its brand safety measures remain effective in the ever-evolving digital landscape.

In conclusion, Google Ads' comprehensive approach to brand safety, combining technological innovation, human oversight, third-party verification, and rigorous policy enforcement, sets a high standard in the industry. These efforts not only protect advertisers but also contribute to a safer and more reliable digital advertising ecosystem. As the digital advertising landscape continues to evolve, maintaining and enhancing brand safety measures will remain crucial for preserving advertiser trust and ensuring the integrity of digital advertising platforms.

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