

PUBLISHER NAME:

Name of organization  
**Restoration Media**

HUMAN vs. NON-HUMAN

Do you differentiate human vs. non-human advertising activity?

1. **User Agent** - do you analyze user agent contents?

Parsing user agent strings for declarative terms such as 'bot', 'crawler', 'spider', etc. and indicative terms such as 'phantomjs' are useful in the identification of traffic that is not from humans.

We parse user agent strings, identify bots and remove them from metrics in post processing.

Billable (Yes, No, N/A): These identified bots are not billable.  
Viewable on Reports (Yes, No, N/A): These identified bots are not viewable in reporting.

2. **IP Address Filters** - Do you employ manual or automated traffic filtering based on the number of times that individual IP addresses drive advertising actions?

Filtering IPs that execute 100 clicks without any conversions would indicate a likelihood that the IP is not acting like a human.

Our model redirects users to the employer page and therefore we can not qualify conversion data at a user level. We closely monitor overall campaign performance for all advertisers to ensure that we are meeting or exceeding campaign performance objectives.

Billable (Yes, No, N/A): N/A  
Viewable on Reports (Yes, No, N/A): N/A

3. **IP Hosts** - Do you employ manual or automated filtering based on characteristics of the hosting service provider?

Certain hosts have low likelihood of being used by people who are interested in particular job advertisements. Examples include Amazon AWS, Digital Ocean, Cloud Sigma, etc.

We are in the process of formulating a plan of action in regards to this specific criteria.

Billable (Yes, No, N/A): TBD

Viewable on Reports (Yes, No, N/A): No

4. **IP Geolocation** - Do you employ manual or automated filtering based the IP proximity of repeated actions?

Sophisticated non-human activity can involve the use of IP Proxies that individually do not signal potential non-human activity, but when looked at as a group of actions from a single location, a more indicative pattern emerges.

Our business model is focused on US users and less than 1% of traffic is international. If advertisers using programmatic platforms do not wish to accept these clicks, we can accommodate for these cases.

Billable (Yes, No, N/A): Varies; excluded by default on programmatic platforms

Viewable on Reports (Yes, No, N/A): No; excluded by default on programmatic platforms

5. **Explicit Validation** - Do you employ reCAPTCHA or other automated validation solutions such as mouse movement to confirm human activity?

We don't flag traffic via Explicit Validation nor do we intend to at this point in time.

Billable (Yes, No, N/A): N/A

Viewable on Reports (Yes, No, N/A): N/A

## GEOGRAPHY

How do you distinguish traffic by geographic proximity?

6. **Location Relevance** - do you employ detection practices to determine geographic relevance?

The physical location of the user viewing and taking action on the ad makes a difference. For example, is the user clicking on a U.S. job listing from Russia or known to reside in another location (distant from the job posting location) based on profile/resume info?

We currently identify traffic that is generated on IP's outside the United States (& PR). We rely on user submitted geo parameters to target relevant jobs and searches are most commonly filtered by distance.

Billable (Yes, No, N/A): Yes

Viewable on Reports (Yes, No, N/A): No

## DUPLICATION & FREQUENCY

How do you distinguish traffic by frequency and duplicity?

7. **Duplicity / Frequency** - do you distinguish traffic by the number of times a user interacts with an advertisement and/or how much time elapses between interactions?

It's important to measure the number of times that a single user interacts with an ad. For example, if the same user clicks on the same job 10 times. or if a single user interacts with 10,000 ads, it's unlikely that that is legitimate job seeking activity.

It's also important to measure the time span between ad interactions. Is it different if a user clicks on the same job 5 times in a minute compared with once per week over the span of 5 weeks? What if a user clicks on the same ad twice in 2 seconds?

We currently do not remove this traffic but we are actively determining a strategy for filtering these clicks.

Billable (Yes, No, N/A): No

Viewable on Reports (Yes, No, N/A): No