

# Tag Health Best Practices

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## Flagged Tags

Tag health is determined through multiple detection methods if a supply tag is considered to have high IVT. Flagged tags will show up in the daily Traffic Quality Report emails, along with in the Health column of the supply tags page (seen below). In the UI tag health is updated every hour.

Changes	Last Updated	Health ^	Active	
0	02/21/17 11:05am			
3	02/21/17 10:05am			
0	02/20/17 2:03pm			
0	01/29/17 5:59am	N/A		
0	01/29/17 6:00am	N/A		

IVT has often caused discrepancies in reporting between partners. If your supply tags have been flagged for bad health, you should talk to your supply partner immediately about getting their inventory cleaned up. For more detailed information to send to your partner, you should run SpringServe reports to view Pre-bid Blocked requests, and reports in your WhiteOps dashboard to view IVT impressions.

## Pre-Bid IVT Blocking

For Supply Tags, you can enable Pre-Bid Blocking. In reporting toggled to Full view, you will see the Blocked (Pre-Bid IVT) and Blocked % (Pre-Bid IVT) columns to analyze the amount of requests which have been blocked due to IVT.

Results													
Q												Lite	Full
Total Calls	Billable Requests	Requests	Blocked (Total)	Blocked (Targeting)	Blocked (Pre-Bid IVT)	Opportunities	Missed Opportunities	Impressions	Usable %	Blocked % (Total)	Blocked % (Targeting)	Blocked % (Pre-Bid IVT) v	
23	23	6	17	0	17	6	0	0	26.09%	73.91%	0.00%	73.91%	
4,849	4,330	750	4,099	519	3,580	0	0	0	15.47%	84.53%	10.70%	73.83%	
15,486	13,761	8,283	7,203	1,725	5,478	3	4,392	0	53.49%	46.51%	11.14%	35.37%	
361,695	289,473	172,071	189,624	72,189	117,435	1,834	121,711	33	47.57%	52.43%	19.96%	32.47%	
177	177	122	55	0	55	122	0	0	68.93%	31.07%	0.00%	31.07%	
3,024	3,023	2,268	756	1	755	248	325	0	75.00%	25.00%	0.03%	24.97%	
17	17	13	4	0	4	13	0	0	76.47%	23.53%	0.00%	23.53%	
297,854	297,639	230,341	67,513	0	67,513	230,110	0	215	77.33%	22.67%	0.00%	22.67%	

Pre-Bid IVT Blocked requests are included in billable requests. Thus even though these requests are blocked before becoming an impression, you will still want to lower your Pre-Bid IVT Blocked requests to minimize your requests fee. To lower your Pre-Bid IVT Blocked rate, you can run a domain reports for the same time parameters, filtered by the offending supply tag. Here you should take the domains with highest Pre-Bid IVT Blocked rate to inform your partners of offending domains and block them via blacklists on the supply targeting level.

Declared Domain	Total Calls	Billable Requests	Requests	Blocked (Total)	Blocked (Targeting)	Blocked (Pre-Bid IVT)	Usable %	Blocked % (Total)	Blocked % (Targeting)	Blocked % (Pre-Bid IVT)
quien.com	40	40	0	40	0	40	0.00%	100.00%	0.00%	100.00%
inquirer.net	3,243	3,217	191	3,052	0	3,052	5.89%	94.11%	0.00%	94.11%
esquire.com	4,323	4,255	375	3,948	0	3,948	8.67%	91.33%	0.00%	91.33%
nationalinquirer.com	3,401	3,389	338	3,063	0	3,063	9.94%	90.06%	0.00%	90.06%
quizzclub.com	3,910	3,901	409	3,501	0	3,501	10.46%	89.54%	0.00%	89.54%
quizlet.com	8,821	8,718	1,232	7,589	0	7,589	13.97%	86.03%	0.00%	86.03%
magquiz.com	1,762	1,755	386	1,376	0	1,376	21.91%	78.09%	0.00%	78.09%
systemrequirementslab.com	18	0	0	18	18	0	0.00%	100.00%	100.00%	0.00%
quickanddirtytips.com	0	-2	0	0	0	0	0.00%	0.00%	0.00%	0.00%
<b>Total</b>	<b>4,411,140</b>	<b>4,259,277</b>	<b>276,514</b>	<b>4,134,626</b>	<b>142,469</b>	<b>3,992,157</b>	<b>6.27%</b>	<b>93.73%</b>	<b>3.23%</b>	<b>90.50%</b>

Unlike IVT Imp detection and Moat's bot rate, this detection occurs at the request level and will prevent suspected IVT from continuing to the opportunity and impression levels. Since this data uses different detection methods, you should use both metrics for optimization against IVT.