

Digital Advertising Alliance (DAA)

DAA Ad Marker Implementation Guidelines for Mobile

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Executive Summary

The ability to advertise in mobile contexts, including mobile Web and mobile apps, presents new opportunities for marketers to deliver valuable, relevant messages to their audiences. In these mobile contexts, the DAA's tools for enhanced notice help consumers find out when information about their interests is being gathered or used to customize the ads they receive. Advertising on mobile devices is inherently different than advertising on the desktop and laptop platforms. These differences include navigation using touch and gestures, smaller screen size, and variability in Internet connectivity. Because of these inherent differences, the DAA has developed these new Ad Marker Implementation Guidelines for Mobile. These Guidelines are intended to help ensure mobile device users have access to the same insight into and control over mobile advertising as they already enjoy in desktop environments.

Scope

These DAA Ad Marker Implementation Guidelines for Mobile (the "Guidelines") cover the provision of notice and choice for ad campaigns in mobile app and mobile Web environments, which were recently addressed in the DAA's policy guidance document ([Application of Self-Regulatory Principles to the Mobile Environment](#)). These new implementation Guidelines should also be read in conjunction with the earlier implementation guidance document for the desktop: the [DAA Icon Ad Marker Creative Guidelines](#). The DAA Ad Marker—which includes the DAA Icon—remains the visual representation presented to users to learn more about the ads they are receiving. Consistent and proper use of the DAA Ad Marker reinforces the application of consumer-friendly standards for Interest-Based Advertising (IBA) across the mobile eco-system.

These Guidelines propose initial specifications for the mobile environment. Additional versions may be issued as the DAA receives implementation feedback.

Resources:

DAA – Application of Self-Regulatory Principles to the Mobile Environment

http://www.aboutads.info/DAA_Mobile_Guidance.pdf

DAA Icon Ad Marker Creative Guidelines

http://www.aboutads.info/resource/download/DAA_Icon_Ad_Creative_Guidelines.pdf

When to Use These Guidelines

These Guidelines address use cases in which consumers interact with the screen without using a cursor, as is the case when they use mobile devices such as smart phones and tablets. For example, if the consumer must touch the screen to interact with the content, then the device being used is most likely a mobile device. Other non-cursor interactions may also include actions like shaking, tilting, or physically moving from one location to another. These guidelines apply to both in-app and mobile browser environments for mobile devices.

If the content is being viewed on a desktop or laptop device and a cursor is used to interact with the content, then companies should follow the DAA Ad Marker Implementation Guidelines for Desktop environments.

In-Ad Implementation

In-ad implementation of the Ad Marker is similar for mobile app and Web use cases. User experience is the same for both. The difference lies in how the in-ad Ad Marker is delivered for a mobile app versus a mobile website.

Size

The Ad Marker consists of the DAA Icon and accompanying Approved Text. Approved Text includes one of the following:

- Why did I get this ad?
- Interest Based Ads
- AdChoices

However, because of the smaller screen size and smaller ad creative sizes, mobile implementation of the DAA Ad Marker may initially be accomplished through the presentation of the DAA Icon by itself.



Figure 1: DAA Icon

To ensure legibility of the DAA Icon, the Icon should be at least 12 pixels by 12 pixels (12x12).

Touchpad Area

The Ad Marker should include an invisible touch pad area that must be between 20x20 and 40x40 pixels. Mobile environments require enough area to allow the user to easily interact with the Ad Marker. The added space also enables expansion of the Ad Marker space without compromising ad space for the Advertiser.



Figure 2: Touchpad area

In-Ad Placement

For in-ad notice, the Ad Marker is placed inside the ad in any of the four corners of the ad at the discretion of the party serving the notice.

The best practice is to check the ad creative for any colliding icons, especially on the top right corner. The IAB MRAID and Video Ad Format Guidelines have designated the upper right corner to include a persistent close button. Users are accustomed to tapping on the upper right corner as a way to close an advertisement, video, or window. In order to avoid possible user confusion, displaying the DAA Icon in a different corner from the close event is recommended. The overlap touchpad area is also a factor in choosing a corner to place the Ad Marker. The close button should not conflict with the touchpad area for the Ad Marker.

For more information on the IAB MRAID and Video Ad Format Guidelines, please reference the following documents:

MRAID: http://www.iab.net/media/file/IAB_MRAID_v2_FINAL.pdf

Video Ad Format Guidelines: http://www.iab.net/media/file/IAB_Ad_Format_Guidelines_Pub_Com_Final.pdf

When the DAA Icon is used in conjunction with Approved Text, the recommendation is to place the Icon in the immediate corner of the ad with the Approved Text adjacent to the Icon. For example, if the DAA Icon were placed in the upper left corner, any Approved Text (e.g., AdChoices) would be placed to the right of the Icon. Conversely, if the DAA Icon were placed in the upper right corner, the Approved Text would be placed to the left of the Icon.

The following example illustrates in-ad placement of the DAA Icon.

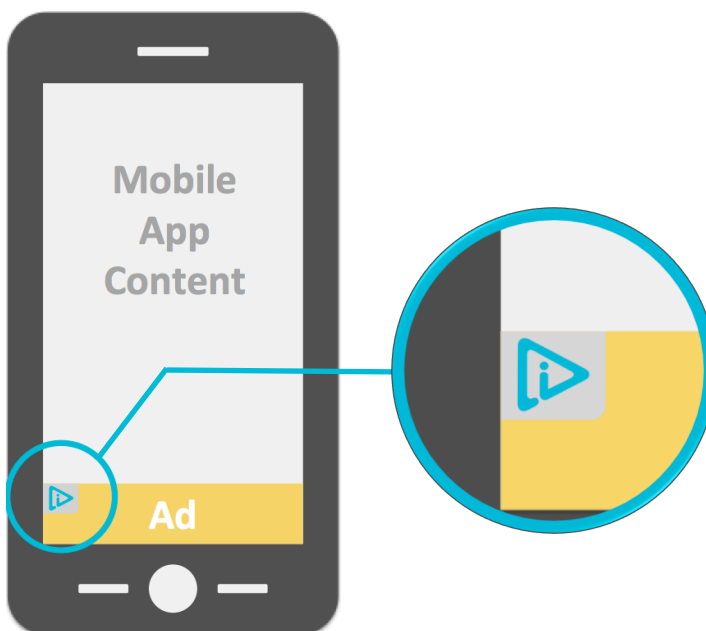


Figure 3: DAA Icon/Ad Marker Placement in upper left hand corner of ad creative

In-Ad User Experience

Upon tap of the Ad Marker, users may have any one of the following experiences:

- Link directly to the Web or app publisher's notice containing a preference mechanism or to instructions for device-specific controls
- Open an in-ad interstitial
- Display additional Approved Text as part of the Ad Marker (e.g., AdChoices)
- Expand the ad with the interstitial (for rich media implementations)

This section covers these four different user experiences.

1. Link to notice containing preference mechanism or to instructions for device specific controls

Tapping the Ad Marker takes the user directly to notice that contains a preference mechanism where users can exercise their interest-based advertising preferences or to instructions for how to access their device specific advertising preferences. The preferences mechanism may include information regarding interest-based advertising and what it means to exercise a preference.

The following example illustrates the user experience when the in-ad DAA Icon is tapped.

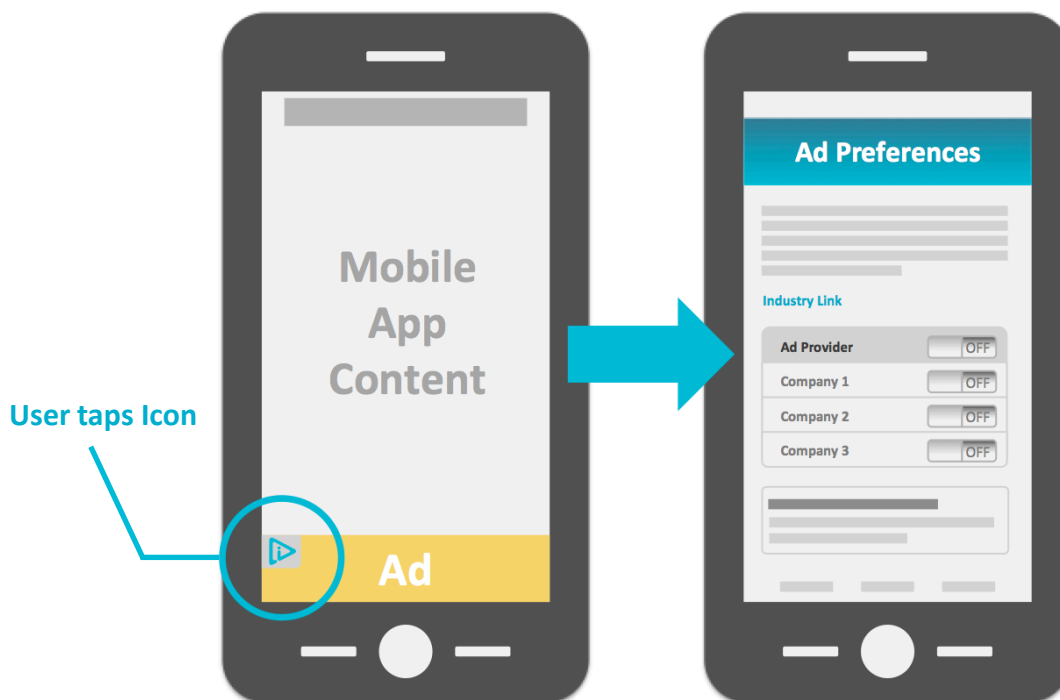


Figure 4: Example of DAA Icon/Ad Marker linking directly to notice containing a preferences mechanism

2. Open in-ad interstitial

When the user taps the DAA Icon, an interstitial opens up. The interstitial can be any size but should not be bigger than the ad itself. The in-ad interstitial Ad Marker consists of the following elements:

- a) A link or button with approved text that links to the preference manager page or to instructions for device-specific controls. Display of the DAA Icon immediately adjacent to the approved text is recommended.

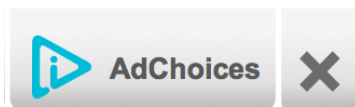


Figure 5: Example of interstitial

- b) Optionally, the interstitial may also contain any of the following elements:
 - Link to the ad network's or the brand's privacy policy
 - Link back to the ad to close the interstitial
 - A brand logo for crediting the company responsible for providing the Ad Marker

The user has a choice to access a preference mechanism, privacy policy, go back to the ad, or close the interstitial.

The following example illustrates the user experience that opens the Ad Marker interstitial after tapping the in-ad DAA Icon.

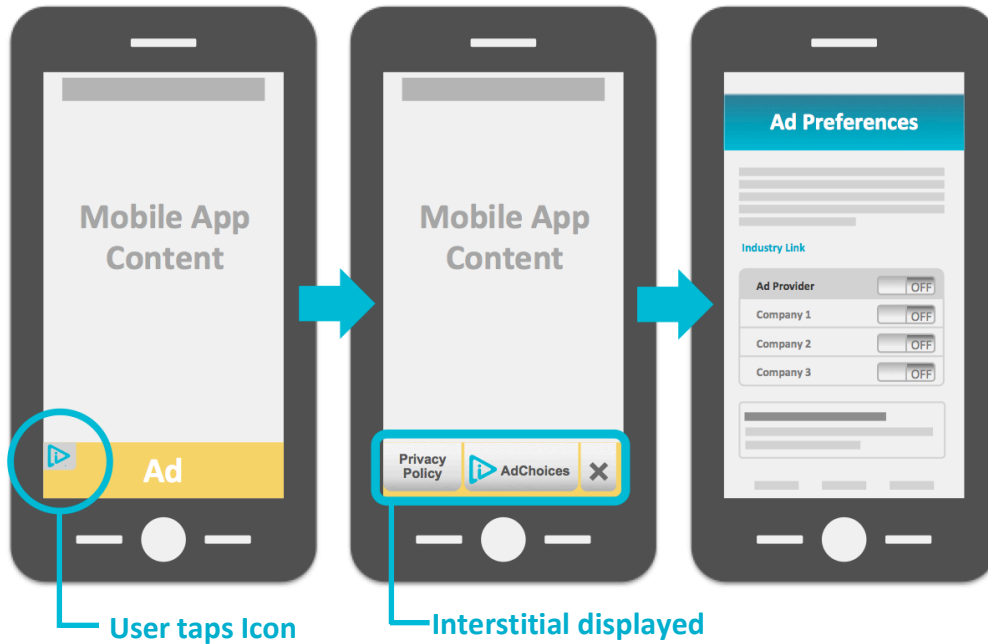


Figure 6: User experience example using an interstitial that links to notice containing a preference mechanism.

3. Text Expansion

Tapping on the DAA Icon the first time expands the notice to show the Approved Text (e.g., AdChoices). A second tap brings the user to the preference mechanism or to instructions for device specific controls.

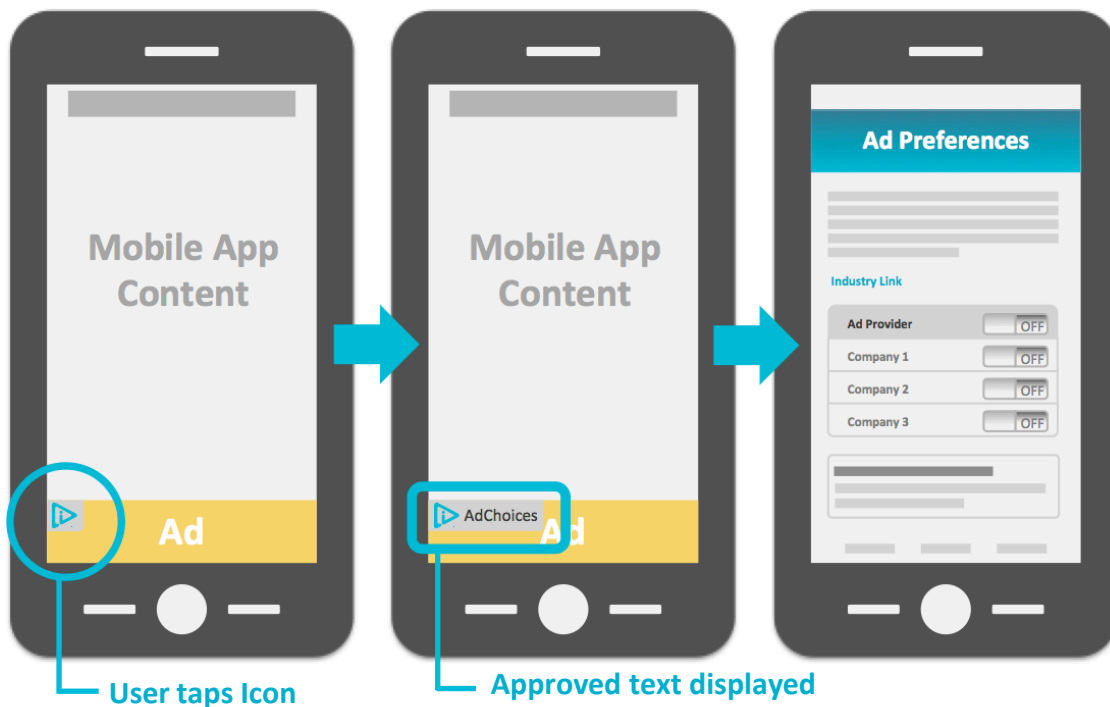


Figure 7: Approved Text displays after the initial tap on the DAA Icon with a second tap that brings the user to the preference mechanism.

4. Rich Media Ads

In an expanding rich media ad, the ad may expand when the user taps the DAA Icon in the ad's collapsed state. If expanded upon tapping the Icon in the ad's collapsed state, the Icon should expand to include the following:

- a) A link or button with the Ad Marker. Display of Approved Text adjacent to the DAA Icon is recommended.
- b) Optionally, the expanded Ad Marker may contain any of the following elements:
 - Link to the ad network's or the brand's privacy policy
 - Link back to the ad to close the interstitial
 - A brand logo for crediting the company responsible for providing the Ad Marker

These elements provide the user with the option to:

1. Close the in-ad interstitial to view the ad
2. Access the privacy policy
3. Access a preference mechanism or instructions for device specific controls

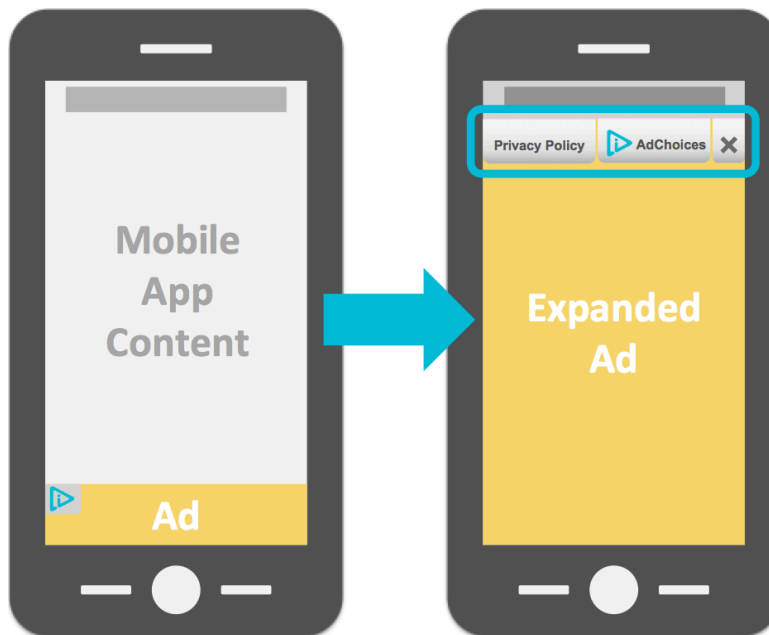


Figure 8: Rich media ad example

If the user taps the rich media ad to expand the banner instead of tapping the DAA Icon, the Ad Marker may remain hidden in expansion and reappear on collapse.

Additional User Experiences

Prescribing a specific user experience in every use case is impossible. The four mobile user experience cases presented in this document represent the majority of mobile experiences conceived at the time these Guidelines were developed. Faced with any other mobile user experiences, Ad Marker implementers should reference the [DAA's Mobile Guidance document](#).

App Developer and Publisher Implementation

When implementing the DAA Ad Marker, application developers and mobile Web publishers need to consider both the placement of the Ad Marker and user access to the notice and choice it provides. This section provides guidance on both.

Publisher Notice

Mobile publisher notices should use Approved Text. Approved Texts include one of the following:

- Why did I get this ad?
- Interest Based Ads
- AdChoices

When the DAA Icon is provided in conjunction with the Approved Text, the Icon should be at least 12 pixels by 12 pixels (12x12) to ensure legibility.

Ad Marker Placement & Flow for App Developers and Publishers

The Ad Marker can be implemented for in-app use or for mobile Web use. This section provides guidelines for both.

1. In-App Implementation

The in-app notice is accessible from the app's Settings menu. The font used to label the notice should be the same font used throughout the settings menu. The user goes directly to a preference mechanism.



Figure 9: In-app user flow example

2. Mobile Web Publisher Implementation

The ideal placement of the notice is in the mobile page footer. The font used to label the notice should be the same font used in the page footer. When tapped, the user goes directly to a preference mechanism. In the in-app implementation, the DAA Icon may be placed on either side of the Approved Text.

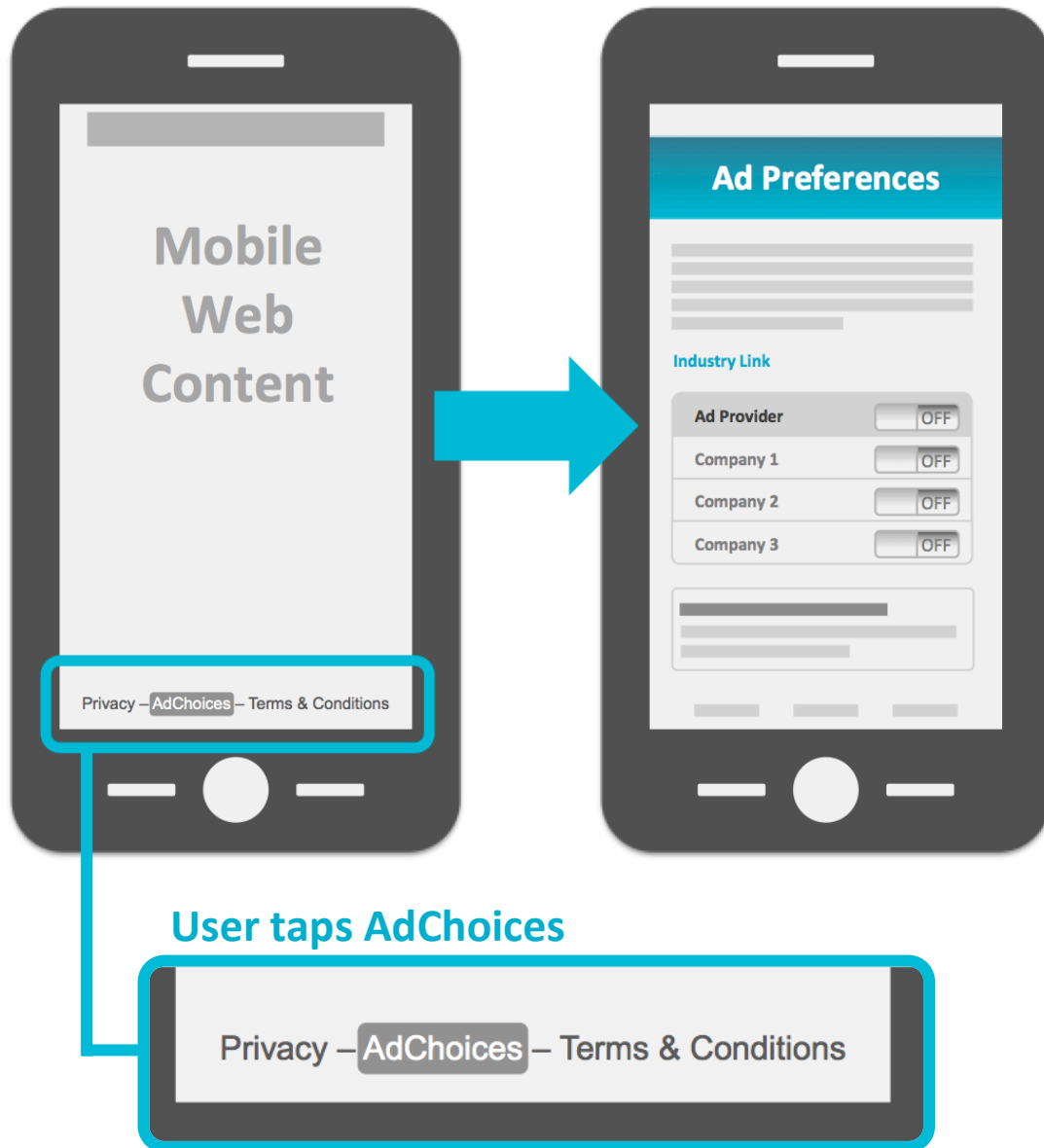


Figure 10(a): Mobile Web Publisher Example

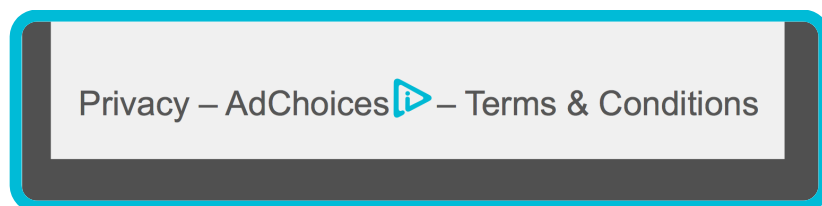


Figure 10(b): Mobile Web Publisher Example with DAA Icon superscript