PUBLISHER NAME:

Name of organization
Reticular Media, Inc.

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 monitor traffic sources for suspicious user agents & bots.
   > Billable (No)
   > Viewable on Reports (No)

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.

   > We log click IP addresses for auditing.
   > Billable (No)
   > Viewable on Reports (No)

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 log click IP addresses for auditing.
Billable (No)
Viewable on Reports (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.

All traffic is segmented by IP Geolocation. Advertisers are only sent clicks matching the Geolocation they wish to target.
Billable (No)
Viewable on Reports (Yes)

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

Google reCAPTCHA

Wikipedia

We do not use reCAPTCHA because it damages the user experience. Suspicious traffic is flagged opaquely to the user.
Billable (N/A)
Viewable on Reports (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?

> Results are displayed based upon the user's geolocation. If the user is not in the geolocation specified, their search results are backfilled with unpaid organic job listings.
> Billable (No)
> Viewable on Reports (N/A)

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 anadvertisement 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 userclicks on the same job 10 times. or if a single user interacts with 10,000 ads, it's unlikely that that is legitimate jobseeking activity.

It's also important to measure the time span between ad interactions. Is it different if a user clicks on the same job 5times 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 track unique and total clicks per advertiser feed, not per ad.
> Billable (No)
> Viewable on Reports (Yes)