QA PLAYGROUND

The QA checklist

The checks atomicAds runs on campaigns for targeting, brand safety, delivery and booking mistakes before they cost you. Each check shows the configured standard and whether a miss is a Threat or a Warning.

Platforms DV360 · The Trade Desk · Google Ads · Meta

OVERVIEW

Six categories, ten checks

Category	What it covers
Targeting Configuration 1 check	Geography and audience settings match the brief.
Brand Safety 2 checks	Brand safety is on and unsafe content is excluded.
Delivery Standards 2 checks	Frequency caps and pacing are set the way you trade.
Measurement Validation 2 checks	Viewability targets and conversion tracking are in place.
Booking Database Validation 2 checks	Flights and budgets match what was booked.
General Setup 1 check	Account-wide standards, like language, are followed.

01 · TARGETING

Targeting Configuration

Geography and audience settings match the brief.

Check	Standard	Criticality
Geo targeting includes UK	Allowed geography: United Kingdom	Threat

02 · BRAND SAFETY

Brand Safety

Brand safety is on and unsafe content is excluded.

Check	Standard	Criticality
Brand safety enabled	Brand safety must be on	Threat
Digital content label excluded	Exclude unrated content	Warning

03 · DELIVERY

Delivery Standards

Frequency caps and pacing are set the way you trade.

Check	Standard	Criticality
Frequency cap configured	A frequency cap must be set	Warning
Pacing type configured	Pacing must be Even	Warning

04 · MEASUREMENT

Measurement Validation

Viewability targets and conversion tracking are in place.

Check	Standard	Criticality
Viewability target	Viewability of 70% or more	Warning
Conversion tracking attached	Floodlight attached	Warning

05 · BOOKING

Booking Database Validation

Flights and budgets match what was booked.

Check	Standard	Criticality
Flight dates match booking	Dates equal the booking source	Threat
Budget matches booking	Budget equals the booking	Threat

06 · GENERAL

General Setup

Account-wide standards, like language, are followed.

Check	Standard	Criticality
Language standard	Language: English	Threat

CUSTOMER STORY

Skyrise

“With AtomicAds, we can scale our trading capacity overnight to win more and drive better results; our scale would not have been possible without the Atomic Team.”

Paul Barnard
CEO - Skyrise



45% More clients onboarded in 18 months, no new headcount

Governance agent

atomicAds

We automate all of these workflows

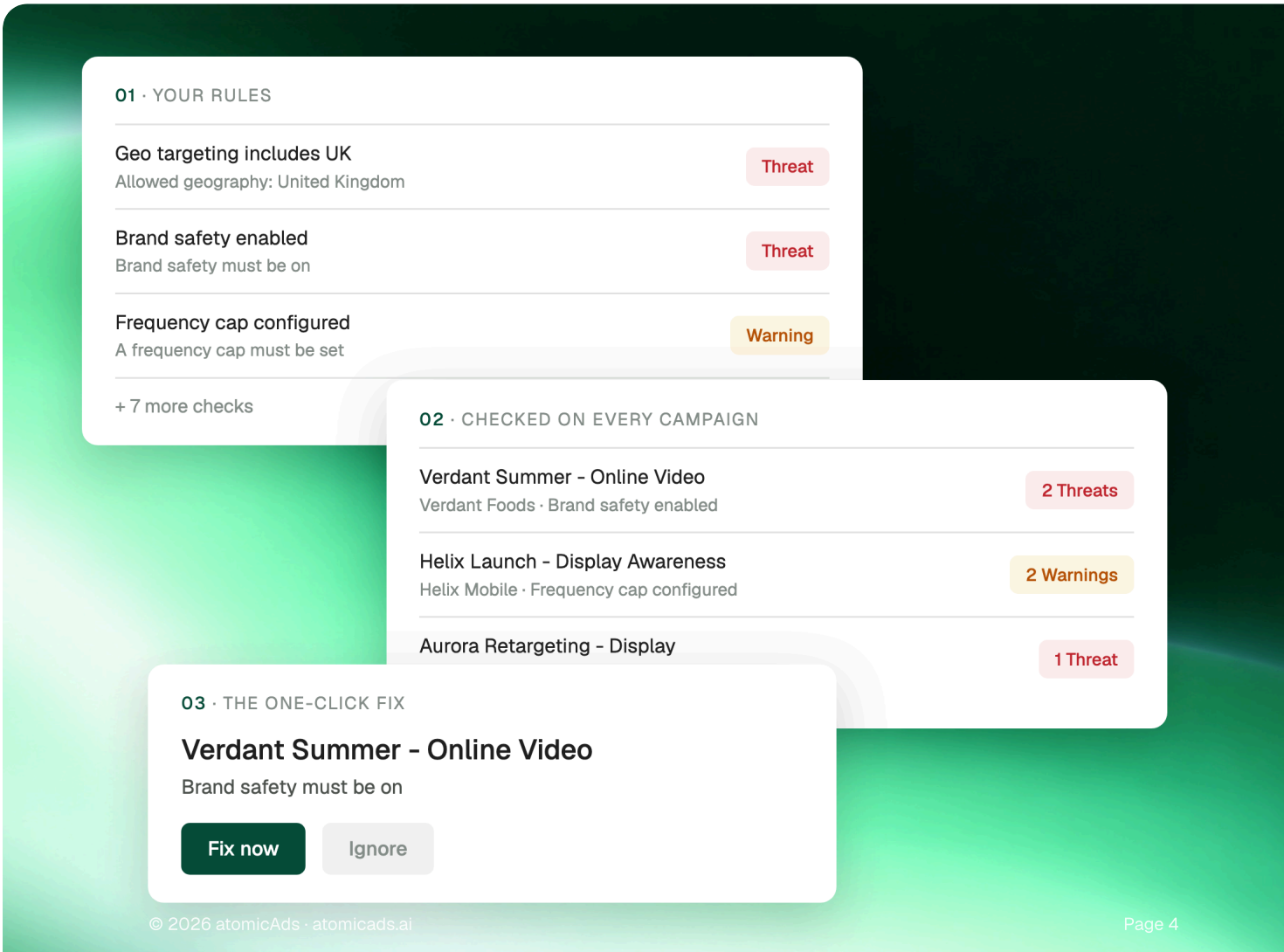
WHAT IT DOES

01	Connect any media platform
02	Pick the categories and checks you care about
03	The agent checks every campaign against your rules

REQUEST A DEMO

See every issue, why it failed, and the one-click fix.

Request a Demo →



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