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Posted by u/appu49 **Publisher** 5 years ago

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Need the list of Auditors for MRC accreditation.



Hello All,

Looking for best and cost effective 3rd party Auditors that can helps us get MRC accreditation.

I know a couple i.e Ernst & Young and [Auditedmedia.com](https://www.auditedmedia.com) but need to know more options that anyone had worked with.



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ADigitalAdGuy · 5 yr. ago



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What you should do is opt out of MRC accreditation in the first place.

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MonkaREEL · 5 yr. ago

Couldn't agree more with this statement. We are going through the process now (and have been for more than 1.5 years) and I cannot express my disdain towards the audit team working on our accreditation. The entire engagement has been lethargic, unorganized (on their end), and overall a huge money pit.

On top of this, you are required to get audited every year after you obtain accreditation and that annual cost is quite expensive as well.

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ADigitalAdGuy · 5 yr. ago

So tell them to go screw. Are any of your advertisers going to stop buying because you're not MRC accredited?

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haltingpoint · 5 yr. ago

Can you get into any more specifics on the audit process and what has been disorganized? Is it process stuff you can help fix?

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MonkaREEL · 5 yr. ago

Sorry didn't see this comment originally. These accreditations are long no matter what, but it seems the retention on the auditors side has been below average, which results in having to re-explain things 2,3,4 sometimes 5x over. Over the course of the auditing process there is quite a bit of back and forth between the audit team and the "client" attempting accreditation. In many instances, emails will go unanswered which results in many outstanding questions on our end. Lack of clarity surrounding timelines and often information not being explicitly and clearly communicated.

For many companies my guess would be that the tech part of the accreditation is the easiest box to check off the list. It's everything else that comes with the accreditation (BPQs, IVT standards, general business practices, internal audits



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but if we DID I'd say the three biggest things takeaways going into it are:

1. Have a dedicated cross-functional team to handle the accreditation. This generally means someone from each technical department along with an internal/external project lead.
2. Realistic timelines provided to management. The process is lengthy but their needs to be an understanding that this is a long-arc project (for the individuals assigned to the project as well).
3. It's a financial commitment. Not only is the initial auditing expensive, but the recurring costs of the auditors coming every year to ensure that you are maintaining compliance add up as well (easily over 6 figures every year).

Hopefully this helps, if you have further questions, happy to assist where I can.

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IFixTheMacros · 5 yr. ago

If you can prove your tech works - do not pay the mafia.

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anti_fraud · 5 yr. ago

agreed.

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Kilngr · 5 yr. ago

DSP

MRC exclusively works with EY so there's no choice in the matter lol.

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anti_fraud · 5 yr. ago

yes. very strange...

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spinal73 · 2 yr. ago

There are multiple audit firms performing MRC audits now.

