

Veranda for Publishers

SafeGuard

SafeGuard is the latest advancement of Safecount's Veranda platform, the leading online recruitment management solution for publishers and research buyers. SafeGuard is a mechanism designed to improve site user experience by applying a universal survey invite rule to all research vendors in a neutral fashion.

Key benefits

- Sites gain control over their research environment
- Easy and transparent for all research vendors to abide by
- SafeGuard is built into Node; no need for sites to implement extra code
- SafeGuard invite rule works throughout the domain
- Time between invites rule can be automatically changed as sites see fit
- SafeGuard does not allow the cookie to be overwritten

What does a site need to do to implement SafeGuard?

Absolutely nothing if Node is already hard-coded on the site. If you don't have Node, you can either implement a single Node tag (and leverage the full power of Veranda, including SafeGuard) OR a single SafeGuard tag.

How does a site get research vendors who aren't currently recruiting through Veranda/Node to abide by SafeGuard?

All a site needs to do is forward a simple piece of code to the research vendor to implement in their system. SafeGuard is the last check before each vendor decides to launch a survey invite.

About Safecount

Safecount is an organization dedicated to improving transparency in digital data collection for consumers, publishers and researchers. Veranda for Publishers is Safecount's data collection platform that enables publishers to run all web intercept recruitment through one system.

For more information or to get started, please contact:

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