Impression Pixel Implementation Guide

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Contents

Who should read this guide

The Impression Pixel Implementation Guide is for iSpot Customer Success (CS) representatives, account supervisors, and iSpot clients. For questions related to this guidance, please send an email to your CS representative and [Product Integration](#).

Version	Release date	Description
1.0	April 4, 2019	Initial release for TV Conversion Pixel and Impression Pixel.
2.0	July 30, 2019	Stand-alone Impression Pixel Implementation Guide version.
3.0	December 16, 2019	Updates after OTT Analytics launch in dashboard.
4.0	June 2, 2020	Added section about Data & Privacy with PII data.

Overview

This guidance provides you with:

- Base requirements:
    - Unique pixel ID requirement
    - The base pixel example
- iSpot Impression Pixel:
    - Setup and best practices.
    - Using the Impression Pixel to track over-the-top (OTT), and digital video marketing channels outside linear TV for various creative assets.
- Optimizing parameters for the iSpot Analytics Dashboard:
    - Impression pixel parameter optimizing

Base requirements

The iSpot Impression Pixel provides a flexible and customizable 1x1 invisible image. The impression pixel uses a variety of parameters that enable clients to pass the data they want to achieve their business goals and access analytics through iSpot. The Product Integration team works closely with the Customer Success team and the client to provide technical expertise and support during the implementation process. This includes during the initial setup and QA steps, and while providing ongoing support to the client.

Pixel ID and Environment

The client's unique pixel ID (TC-####-#) must be appended to all impression pixels. The pixel ID allows iSpot to associate the impressions with the client's brand to provide lift analysis for linear TV and cross-channel attribution.

Note: Customer success representatives provide pixel IDs to clients.

Base Pixel Example

The pixel should be placed on all OTT or digital video creative assets either embedded within the creative or in a VAST (Video Ad Serving Template) tag.

The base pixel, without any parameters appended, is as follows:

```
<img src="https://pi.ispot.tv/v2/your-pixel-id.gif?" style="border:0" alt="" />
```

Matching Methodology

iSpot leverages the client's IP address to provide a wholistic measurement of all TV/OTT media and conversion metrics. While IPv4 is most commonplace, iSpot can support measurement of IPv6 addresses by integrating with a 3rd Party identity resolution partner.
For OTT measurement, we count every impression whether IPv4, IPv6 or server IP.

Impression Pixel Setup Requirements

The iSpot Impression Pixel tracks over-the-top (OTT) and digital video marketing channels outside linear TV. You can place an Impression Pixel in your various creative assets for a campaign to track and compare the performance of your creatives.

iSpot offers the ability to measure OTT, Connected TV (CTV), Full Episode Player (FEP) and digital media performance across nearly all platforms. The Impression Pixel enables iSpot to associate TV and web conversion data with OTT and digital media to provide a holistic view of a brand's advertising performance.

This section outlines the technical specifications of the impression pixel, including data that it must pass to align with reporting needs. The Product Integration (PI) team works with the client's brand and media partners to facilitate a smooth implementation of the impression pixel in coordination with Customer Success (CS) representatives. The process to set up and place an impression pixel is like the process for a TV conversion pixel, but it is placed on your ads instead of your website.

Format & Tracking Code

The Impression Pixel format is different from the standard TV Conversion Pixel format on your site. The key difference is to specify the following Impression Pixel parameters:

- "platform=ott" to track the OTT media source of the data.

- "platform=digital" to track digital marketing channels and creative assets.

A common client request is to use the Impression Pixel to track which publisher or source a pixel fire came from. To achieve this, we use the publisher parameter to designate the source and show which publisher or marketing channel that the pixel is displayed on. For example: "publisher=hulu".

Additionally, if you want to place multiple impression pixels in different creative asset types, we can use other parameters to differentiate them by passing either unique asset types, specific creative names, or both.

Example: "placementtype=video" and "creativename=Sunday_morning_30s".

Tracking code in the 1x1 invisible .img. Impression pixel monitors OTT, CTV, FEP, digital video, and display ads. The client or their media partner/publisher implements the pixel either through a VAST tag or by appending it directly through the ad server. For measurement, the pixel triggers either when a video starts or when a display ad is completely loaded.

Pixel ID & environment

The client's unique pixel ID (TC-####-#) must be appended to all impression pixels. The pixel ID allows iSpot to associate the impressions with your client's brand to provide lift analysis for linear TV and cross-channel attribution through the TV Conversions product.

Important: If a client subscribes to the iSpot's TV Conversions product, please keep in mind that the TV Conversion Pixel has a different pixel ID and endpoint.

The following table provides the most recent standard Impression Pixel parameters.

Important: The IP address is captured via the customer's headers automatically. In cases where the end client's IP is obfuscated, or a server IP address is passed in its place, the IP parameter can be appended to pass the end client's IP address. We frequently receive server-side IP addresses from clients. For this reason, call out the requirement to receive only client-side IP addresses early in the project with your client.

Impression Pixel Parameters

Param	Character type & limit	Description	Examples
campaignid*	varchar (64)	Campaign ID from the ad server.	123456789
channel*	varchar (16)	Marketing channel ID where the ad is served.	OTT, CTV, FEP, digital, search, social
cid	varchar (128)	Third-party audience ID.	Adobe, LiveRamp, Neustar, Oracle, etc.
creativeid	varchar (64)	Creative ID from the ad server.	123456789
creativename	varchar (64)	Creative name	Creative_1 Creative_2
customdata	varchar (256)	Custom data or additional information about the media.	CS representative provides to client.
devicetype	varchar (16)	Device the ad is served on.	Roku, Sling, Xbox, etc., or Desktop, Mobile, Cross
placementid**	varchar (64)	Placement or inventory ID from the ad server.	123456789
placementtype	varchar (32)	Media type.	Display, Video, Banner, skippable, FEP, etc.
platform** *	varchar (7)	Platform where the ad is served.	ott or digital
publisher**	varchar (64)	Publisher/partner the ad is served on.	Google
segment	varchar (128)	Targeting segment or demographic info.	Prospect/Customer

Table notes:

* Recommended but not required; filter option within OTT Analytics in iSpot dashboard.

** Required.

*** Required and case sensitive value.

Appending Impression Pixel Parameters

Passing data through the Impression Pixel parameters is essential for tracking and measuring OTT and digital media performance. It allows iSpot to measure the effectiveness of your client's advertising at a variety of levels as they relate to linear TV and driving traffic to the client's website.

Ensure that you only append parameters listed in the <u>Impression Pixel parameters</u> table and use the following formatting guidelines:

1. Ensure that case-sensitive parameter names are correctly applied.

2. Follow each parameter with an equal sign (=).

3. The value to be passed must follow directly after the equal sign (=).

4. Multiple parameters and values are separated by an ampersand (&).

Example: parametername1=param_value&parametername2=param_value

Underscores (_) and dashes (-) are preferred to separate words Restricted characters: spaces & " ' + = / \ < > * ( ) [ ] { } % etc.

> Important: Only use Impression Pixel parameters provided by iSpot. Any data passed through parameters not included in the iSpot data table will not be recognized.

Sample Impression Pixels with Parameters OTT:

```
<img src="https://pi.ispot.tv/v2/TC-####-
#.gif?platform=ott&devicetype=Roku&publisher=Google&placementid=123456789&placementtype=F
EP&creativeid=987654321&creativename=penguin_slide" style="border:0" alt="" />
```

Digital:

```
<img src="https://pi.ispot.tv/v2/TC-####-
#.gif?platform=digital&devicetype=Desktop&publisher=ESPN&placementid=123456789&placementt
ype=30s_video_skippable&creativeid=987654321&creativename=penguin_slide_vid1" style="border:0" alt="" />
```

> Note: Parameter values may be populated manually (hardcoded) or dynamically using macros.

Performance Reporting, IP Addresses, Q&A

All conversion performance reporting is delivered via Tableau and Excel. OTT impressions, reach, frequency and overlap with linear TV are available in the OTT Analytics module within the dashboard. Performance reporting is completely customizable. The client and Customer Success representative should align on reporting specifications to help inform which pixel parameters should be passed to achieve the desired output.

It is important in general, but particularly when dealing with OTT, to ensure that only client-side IP addresses pass to iSpot, *not* server-side addresses. This is because the PI team cannot use server-side IP addresses to match conversion types.

> Important: It is crucial to communicate with your publishers and marketing channel partners to ensure that they pass only client-side IP addresses to iSpot.

Like the standard TV Conversion Pixel, the PI team runs queries and provides data to the client to validate that the Impression Pixel values are passed as expected. It's always preferred for the client and their publisher partners to test fire the staging version of the pixel before switching to production.

> Important: The CS team will stay in close communication with the iSpot Custom Reporting team to confirm that the data being passed aligns with the contract and the specifications of the client.

Data and Privacy

It's important to know that if any personal identifiable information (PII) is passed via the pixel through a customer facing field, it will be obfuscated to protect the user's information.

Optimizing for the iSpot Dashboard

This section provides best practices and examples of different pixel parameters that are required and recommended to make the data they provide optimally display in the iSpot Dashboard.

Impression Pixel Parameter Optimizing

The *publisher* parameter surfaces as the Publisher filter in the OTT Analytics module within the dashboard that clients can use to refine their always-on media measurement OTT reporting. Clients can filter by publisher to track their OTT buys and validate their media spend ROI. The dashboard lists the most effective publishers airing the client's media buys according to total OTT impressions, reach, and frequency. Clients can select one or more publisher to produce custom comparison reports as needed.

Publisher (required)
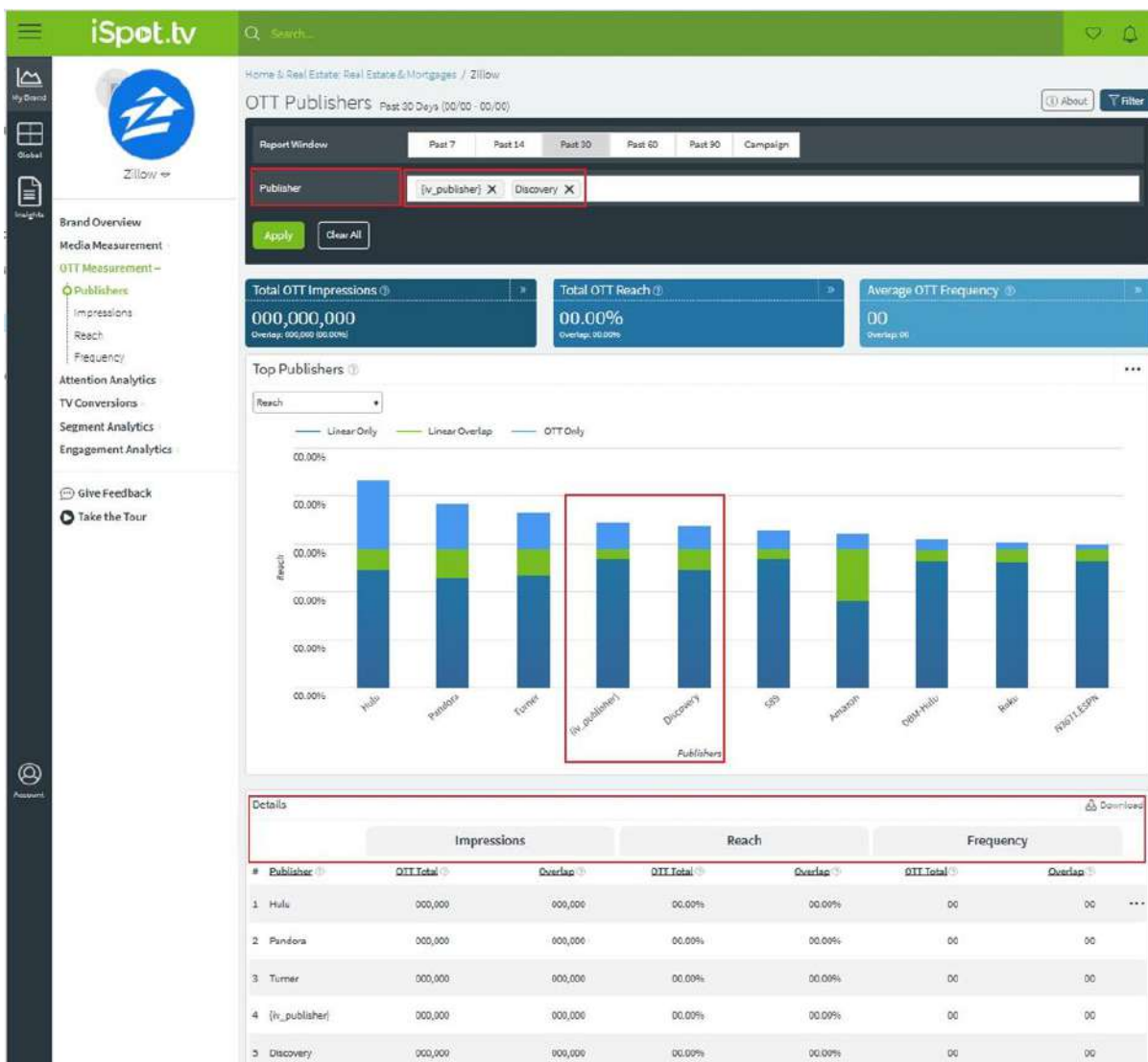
Campaign ID (highly recommended)

The *campaignid* parameter surfaces as the Campaign ID filter in the OTT Analytics module within the dashboard. Clients can use this filter to break out their OTT campaigns from their linear TV buys. The Campaign filter produces report results that return up to the last 90 days of active airings of a campaign.

Working with Google Doubleclick Campaign Manager (DCM)

Many clients use macros to populate pixel parameters with their desired values. It's difficult to say how they will interact with iSpot parameters because each case is different, but the "%u — Landing page URL macro" section of Google's Doubleclick Campaign Manager macros page provides an example.

	Purpose	Notes
%s	Expands to the site name associated with the ad placement.	
%esid!	Expands to the site ID associated with the ad placement.	
%epid!	Expands to the ID of the placement to which the ad was served.	Available for placement.

Parameters:

platform=ott

publisher=publisher_name (Type in the publisher name or use *%s* site name macro in the table.

Otherwise we will need a lookup table for reporting.) *placementid=%epid!* — The DCM macro for

placement ID.

creativeid= %ecid! — Expands to the ID of the creative served.

OTT pixel TC-####-# (staging version) example:

```
<img src="https://staging-pi.ispot.tv/v2/TC-####-
#.gif?platform=ott&devicetype=roku&publisher=google&channel=ott&placementid=123456789&placementtype=video&creativename
=creative_1&creativeid=987654321&campaignid=2122354&segment=Prospect&customdata=somethingelse&cid=anumber&uid=auser
id" style="border:0" alt="" />
```

You can either manually write these parameters in or use a macro to automatically populate them.

FAQ

Why am I not seeing staging data in the dashboard?

In short, you won't. The staging pixels and environment are kept separate to keep data clean for when you go into production. We use SQL to view staging data during the QA step.

What are raw pixel fires?

The data provided during the QA step usually has a "count" column. This count is of raw pixel fires, not impressions, or conversions, and it is prior to data deduplication. It is a simple count of how many times a pixel has been fired.

What effect do adblockers or privacy extensions have on tracking?

Results vary, but adblockers and privacy extensions can prevent the pixel from functioning properly. The pixel works with adblockers in most cases. However, if users have their browser set to "DNT" or "do not track" this will prevent the pixel from working properly. Unfortunately, there isn't anything we can do on our end if users have enabled DNT. These users have effectively "opted out." That said, we do not find DNT users to be in the majority.

What is iSpot's current solution on OEM?

OEM, or Original Equipment Manufacturer, is a company that produces components used in the products of other companies. This is relevant for various OEM TV manufacturers such as Vizio, Samsung, and LG. For example, Samsung manufactures TVs and has a streaming channel called Samsung TV Plus

OEM impressions require a different methodology due to the specific device population they reach. iSpot will include a new (optional) OEM field to identify the OEM manufacturer in the pixel. iSpot will filter the OEM data from the dashboard in the interim until specifical methodology is developed. Please reach out to the client and verify whether OEM TV manufacturers are included in the buy.

As of now (2Q'22) reporting is available only through Custom Analytics, with productized solution planned for end of 2022.