

iSpot.tv

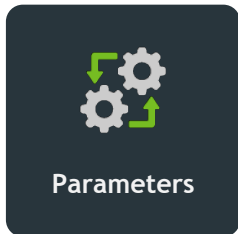
OTT Impression Pixel Implementation

Impression Pixel Overview



The iSpot Impression Pixel tracks over-the-top (OTT) and digital video marketing channels outside linear TV.

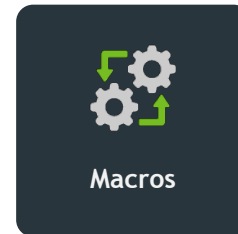
You can place an Impression Pixel in your various creative assets to track and compare the performance of a campaign.



Pixel parameters are the details of the pixel that help provide additional tracking insight when a pixel fire takes place. Parameters can help designate the source and show which publisher or placement ID the pixel is displayed.



The iSpot Impression Pixel is a PII (personally identifiable information) compliant 1x1 gif placed per publisher or DSP (demand-side platform). iSpot will create the pixel and its parameters based on the client or agency tracking needs. Each pixel will have a staging and production version that must be placed at separate steps in the process.



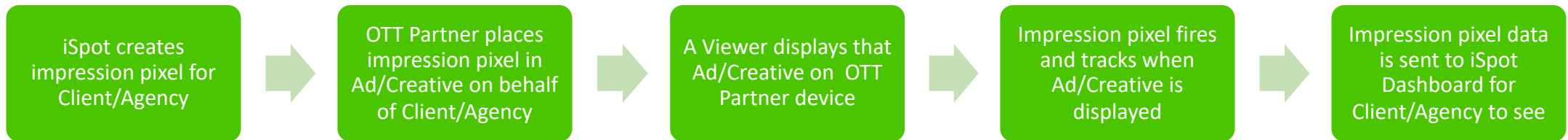
A macro is a snippet of code inserted into the pixel parameter. Macros allow for the dynamic population of parameter values depending on the ad server. They help automate the info and minimize how many pixels are needed. For instance, a macro can dynamically populate the publisher name parameter versus having a



How are impression pixels placed?

- In most cases, impression pixels are provided directly to a client's DSP or a digital agency to place in your ad or creative.
- Placement or implementation of the pixel is either through a VAST (Video Ad Serving Template) tag or by appending it directly through an ad server.
- VAST tags tell the ad server what type of ad or creative should be displayed based

Impression Pixel Lifecycle



Pixel Implementation Process

1

Provide Pixel Requirements

The Client or Agency will need to provide the iSpot Integrations team with the trafficking information for all placements or creatives running with OTT/Streaming partners, along with details for desired parameters. In addition, the Client/Agency will also need to confirm the Ad Server and any other technology partners being utilized in trafficking the campaigns. Below are parameter examples and the Excel template to document iSpot's requirements.

Parameter	Character type & limit	Description	Examples
campaignid	varchar (64)	Campaign ID from ad server.	123456789
creativeid	varchar (64)	Creative ID from the ad server.	123456789
placementid*	varchar (64)	Placement or inventory ID .	123456789
platform**	varchar (7)	Platform where the ad is served.	ott or digital
publisher*	varchar (64)	Publisher/partner the ad is served on.	ABC, Hulu, Crackle, etc.

* Required.

** Required and case sensitive value.



Microsoft Excel
Worksheet

Please click to download
and fill out the Trafficking
Sheet

Pixel Implementation Process

2 iSpot Creates Pixels

The iSpot Integration team creates the impression pixels based on the trafficking information provided in Step 1. Once complete, iSpot sends pixels back to the Client/Agency so they can be placed on ads or creatives for testing. Each pixel will have a staging and a production version. Pixel creation typically takes 1 to 2 business days.

4 Implement Production Pixel

Once iSpot confirms the staging pixels have been properly placed, the Client/Agency works with OTT partners to remove and switch the staging pixels to production pixels. iSpot needs to be informed once the production pixel is placed. A benefit to placing the production pixels after the staging pixels is your Dashboard impression data will not display any irrelevant testing data and will only report data valid to your campaign.

3 Implement Staging Pixel

The Client/Agency works with their OTT partners to place the staging version of the pixels; iSpot needs to be informed once placement is complete. iSpot will then QA test to ensure pixels are tracking and firing correctly. Using staging pixels mitigates additional effort/delays to the overall process if a mistake or issue arises. Once iSpot is notified of placement, we typically confirm the pixel is firing correctly within 1 to 2 business days and will approve the implementation.

5 Confirm and View Data

iSpot will confirm the production pixels were placed correctly as soon as we are notified of placement. iSpot will confirm set up and notify the Client/Agency within 1 to 2 business days. The iSpot dashboard will display live production data within approximately 24 hours.

FAQs

- How long does impression pixel setup take in totality?
 - Once the pixel and appropriate requirements have been provided, it generally takes up to two weeks to complete (depending on client team bandwidth and expertise). We recommend starting this process at least 5 to 10 business days before the start of your campaign.
- What specifically can be / can't be tagged with an impression pixel?
 - iSpot impression pixels can be tagged on almost all devices that can send a web request. This includes streaming devices, gaming systems, and digital audio, in addition to the standard ask of TV and desktop/mobile devices. iSpot impression pixels currently can't be tagged for VOD (video on demand) or STB (set-top box) devices.
- What parameters will be available in the dashboard?
 - Currently, the following pixel parameters are available to filter on in the iSpot dashboard: Publisher, PlacementID, Creative ID, and CampaignID.
- Why am I not seeing staging data in the dashboard?
 - In short, you won't see staging data in the dashboard. 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 and can provide an Excel file for you to view results.
- What data is the iSpot pixel collecting?
 - In addition to the pixel parameters explicitly requested, iSpot collects the following: IP (client) obtained via request headers, timestamp, useragent, and referrer.

FAQs

- What effect do adblockers or privacy extensions have on tracking?
 - Results vary, but adblockers and privacy extensions can prevent the pixel from functioning correctly. 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, we can’t do anything on our end if users have enabled DNT. These users have effectively “opted out.” However, we do not find DNT users in the majority.
- What are raw pixel fires?
 - The data provided during the QA step usually has a "count" column. This is a count of raw pixel fires (not impressions or conversions), prior to data deduplication. It is a simple count of how many times a pixel has been fired.
- 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 specific methodology is developed. Please reach out 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
- 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.