

# TV Conversion Integration Guide

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## Who should read this guide

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The *TV Conversion Pixel Implementation Guide* is for iSpot Customer Success (CS) representatives, account supervisors, and iSpot clients. For questions related to this information, send an email to [Product Integration](#).

## Overview

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This guide provides information on:

- **Pixel types and base requirements:**
  - Unique site ID requirement
  - The base pixel example.
- **iSpot TV Conversion Pixel:**
  - Key TV Conversion Pixel parameters.
  - Setup and best practices.
  - Troubleshooting custom data issues.
- **Optimizing parameters in the iSpot Analytics Dashboard:**
  - TV Conversion pixel parameter optimizing

## Integration

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There are several different methods of integration that iSpot supports that are compatible across most platforms and devices. Website or App conversion data can be integrated either client-side or server-side using *https* protocol.

### 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 3<sup>rd</sup> Party identity resolution partner.

Use IPv4 if you want to match conversions to a Household.

### Methods

- **Server-to-server:** Full documentation provided [here](#).
- **API Upload:** iSpot offers the ability to send conversion data via API. Full documentation provided [here](#).

- **Pixel:** Tracking website/mobile visit and conversion data, common methods of implementation include using a third-party tag manager (Adobe, GTM, Tealium, etc.), mobile app SDK (Adjust, Appsflyer, Kochava, etc.), or by embedding the pixel directly in the website's html or invoked through Javascript.
- **Offline Conversions:** Onboard offline conversion data via Liveramp. Full documentation provided [here](#).

More information on these methods of integration can be provided upon request.

## Pixel types and base requirements

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Both the iSpot TV Conversion Pixel and the iSpot Impression Pixel provide a flexible and customizable 1x1 invisible image. Each pixel type uses a variety of parameters that enable clients to pass the data they want to achieve their business goals. It's important to understand the best way to use each pixel type based on the client's business objectives. The Product Integration (PI) team works closely with the Customer Success (CS) and Sales teams, and the client to provide technical expertise and support during the implementation process for either pixel type. This includes during the initial setup and QA steps, and while providing ongoing support to the client.

For more information about the iSpot Impression Pixel, see the *Impression Pixel Implementation Guide*.

### Unique site ID requirement

The pixel tracking code requires a unique site ID that iSpot provides for each unique customer website or app.

The format for the site ID is TC-1234-1, where "TC" stands for tracking code, "1234" is the client's account ID, and "-1" is the site identifier, which increments per site.

**Note:** Customer success (CS) representatives provide site IDs to clients.

### Base pixel example

The pixel should be placed on every page of the client's website or mobile app, either via a tag management system, global include files, or by directly placing it on the client's webpage.

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

```

```

In addition to the customer site ID, the minimum required parameters to make the base pixel work are:

- *app=web*
- *type=visit*

## TV Conversion Pixel setup requirements

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This section includes iSpot TV Conversion Pixel format and tracking code requirements, site ID information, and parameters. It includes guidance on appending TV Conversion Pixel parameters, and important setup requirements and best practices to implement the pixel. It's important to understand the limitations of the pixel and how best to use the TV Conversion Pixel to avoid potential issues.

### Format & tracking code

The site ID for your TV Conversion Pixel must be in the following format: "TC-1234-1".

"TC-" signifies tracking code at the beginning of the site ID, and the number at the end of the site ID indicates which version of your pixel is being used. The middle 4 digits always stay the same and they are in all pixels that iSpot provides to you.

**Important:** Double check that your site ID numbers are correct when placing your pixel.

### Site ID & environment

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

**Important:** If your client subscribes to the iSpot's TV Conversions product, please keep in mind that the TV Conversion Pixel uses a different site ID and endpoint than those for the Impression Pixel.

## TV Conversion Pixel parameters

The following tables provide the most recent standard TV Conversion Pixel parameters, as well as parameters specific to the retail and auto industries.

### General parameters

	Character type & limit	Description	Examples
<i>app</i>	char (4)	<p>This parameter differentiates between pixel traffic on a dedicated mobile app, and your mobile/desktop site. The default value this parameter passes is <i>web</i> if it is omitted, i.e. <i>app=web</i>. Use the default parameter option for all desktop and mobile web pixel implementations.</p> <p>If the pixel is going on a website, regardless of whether it's a desktop or a mobile internet browser, use <i>app=web</i>. Only set this parameter to <i>app=app</i> if you are working with a client to place the pixel on a dedicated mobile app.</p>	<p><i>app=web</i> <i>app=app</i></p>
<i>cid</i>	varchar (128)	<p>This parameter provides the third-party audience ID. The Client ID parameter is a unique code assigned to identify an anonymous user. The code should persist in either a cookie or other method to identify the user across sessions.</p>	<p>Adobe, LiveRamp, Neustar, Oracle, etc.</p>
<i>campaignid*</i>	varchar (64)	<p>Marketing campaign message across all channels.</p>	<p>123456789</p>
<i>channel*</i>	varchar (64)	<p>Marketing channel that referred the customer to visit the website.</p>	<p>display, search, social, email, affiliate</p>

<i>customdata</i>	varchar (256)	<p>Custom data or additional information about the media. Can access in the dashboard, the Custom Data feature provides a filterable multi-select drop-down menu. Ideal for passing values such as product categories (computers, speakers, etc.), or customer segments such as (member, non_member).</p> <p><b>Important:</b> Do not use the customdata parameter to pass many unique values (e.g. order IDs). Instead, use it to track a set list of actions or attributes that correspond with your client' business goals.</p>	CS representative provides to client.
<i>customertype</i>	varchar (32)	Defines the customer type.	prospect, base new, existing
<i>refid</i>	varchar (128)	<p>Ideal for passing unique values such as order IDs. You cannot view the results of this parameter in the Analytics Dashboard, but the results are available through custom reporting and IULD feed. If you have many unique values to track, use an identifying prefix (i.e. order_1234567) to make the reporting results easier to manage.</p>	productname_1234567
<i>type</i>	varchar (32)	<p>This is the most important parameter. The type parameter lets you define how you view your metrics. The default value that passes if it is omitted is <i>type=visit</i>. In addition, to visit we recommend selecting a concise number of</p>	<i>type=visit</i> <i>add_to_cart</i> <i>login</i>

		<p>engagement types for the client to track, i.e. checkout, add_to_cart, login, etc. When defining engagement types, do not leave spaces, and do use underscores. A different version of the pixel is provided for each engagement type on the client’s website or app. The pixel versions are placed in locations on the client website or app that correspond to the actions that you want to track for the client. If you are tracking both website and app conversions, we recommend aligning types where possible.</p>	
<i>uid</i>	varchar (128)	<p>Known customer or user ID. Provides a unique permanent user ID that persists for each user.</p>	Internal ID

**Table notes:**

\* Applies to the TV Conversion Pixel and the Impression Pixel.



## Retail industry parameters

	Character type & limit	Description	Examples
<i>amount</i>	decimal (7,2)	Defines the order value amount of the purchase.	1200.72, 21995.00
<i>orderid</i>	varchar (64)	Defines the unique Order ID of the merchandise or service.	1744666313
<i>sku</i>	varchar (256)	Defines the SKU number of product or service. Example represents 1 order of 2 products.	6688944,6688976

## Auto industry parameters

	Character type & limit	Description	Examples
<i>make</i>	varchar (32)	Defines the make of the automaker's vehicle.	ram, toyota, ford
<i>model</i>	varchar (64)	Defines the model of the automaker's vehicle.	se-models_2015_black-express
<i>tier</i>	varchar (32)	Defines the auto industry website sales tiers.	TIER_1, TIER_2, TIER_3
<i>trim</i>	varchar (64)	Defines the trim level version of the same vehicle model that offers different features and equipment.	ASC-vehicleTrim
<i>year</i>	varchar (16)	Defines the model year of the automaker's vehicle.	2019, 2018

## Appending TV Conversion Pixel parameters

Ensure that the client only appends parameters provided in the previous "[Key TV Conversion Pixel parameters](#)" section and that the client uses 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 TV Conversion Pixel parameters provided by iSpot. Any data passed through parameters not included in the iSpot data table will not be recognized.

## TV Conversion Pixel requirements & best practices

### app parameter

- **Requirement:** Use this parameter to indicate where the pixel will be placed. In most cases, and as the default, the value of the app parameter is set to "app=web". This encompasses desktop and mobile web.

**Important:** Only change this parameter if you are placing your pixel on a dedicated mobile app as "app=app".

- **Best practice:** Ensure this parameter is set to the correct value for your pixel placement.

### customdata parameter

- **Requirement:** Anything you pass via the *customdata* parameter populates the drop-down filter in the iSpot Analytics Dashboard. Only use the *customdata* parameter to pass a concise set of predetermined values to complement your conversion types.

The *customdata* parameter provides you with finer control of your conversion type data. This parameter gives you a lot of flexibility, but it's important to keep in mind how your data will populate the Analytics Dashboard. You can pass up to five comma-separated values through the *customdata* parameter per pixel load. These values feed a drop-down filter in the dashboard that has multi-select capability. Use this field to group general attributes of your customers, *not* unique values like order ID.

- **Best practice:** Limit the data that you pass when using the *customdata* parameter, in the same way that you define a limited set of conversion types to track.

## Formatting

- **Requirement:** No spaces in the pixel query string are allowed. When defining the values that you want to pass via the pixel (everything within the ""), do not use spaces or special characters.
- **Best practice:** In place of spaces, use underscores. Also, when possible, if you are sending number values, prepend them in order to identify them. For example: "ord\_123456" for an order number.

## Staging & production

- **Requirement:** iSpot provides you with a staging and a production version of each pixel. The pixels are identical except that the staging version has "staging-" appended to the beginning of the pixel file name.

The staging pixel only passes data to our staging environment, which the iSpot pixel integration team tests to meet your specifications before your data goes to production. We test the data sent to us from the staging pixel to ensure that:

- The data parameters are set correctly.
- The data is accurate and ready for production.
- The data volume we receive closely matches what you are getting.

When you are ready to go live, you simply remove the "staging-" portion of the pixel file name to make it a production-ready pixel.

- **Best practice:** Only data sent via the production pixel can populate the dashboard. Ensure that your production version pixel file name is correct.

### Staging pixel file name example:

```

```

### Production pixel file name example:

```

```

## Troubleshooting custom data issues

This section includes a few custom data issues the PI team has encountered and solutions to address them.

- **Issue:** Too many unique values (i.e. order numbers) are passed through the *customdata* parameter.

This makes the filterable *customdata* drop-down menu in the dashboard essentially unusable; you could have potentially hundreds of thousands of unique values displaying in the drop-down menu.

- **Solutions:** There are two ways to solve this issue and clean up the data:
  1. **The PI team can issue a new *siteid*.** For example, if your client's current *siteid* is TC-1234-1, and the *customdata* filter in the dashboard has been overloaded with unique values by accident, we can issue a new *siteid* version, for example: TC-1234-2.

After ensuring that the client is no longer passing unique values through the *customdata* parameter, you can assist the client in updating all their current pixels to the new *siteid*. This essentially allows you to provide the client with a clean slate for their data in the dashboard. We can backfill historical data from the original site ID using a .csv file to the new site ID after the client has corrected their data issue. For more information, see the [Conversions API CSV Upload Guide](#).

2. **The PI team can remove the client's data from the iSpot database.** This can only be done early in the data collection process when the *customdata* parameter was passing incorrect values. This is not the preferred method because it is very time consuming and the client will lose data.

This issue points out again the importance of only using the *customdata* parameter with a predefined list of values.

- **Issue:** The client has a multiple of not easily identifiable unique values to track.

These might include order numbers, cart dollar values, or product SKUs.

- **Solution:** Use the *refid* parameter and prepend such values with a prefix to group them.

The *refid* parameter is ideal for passing unique values such as order IDs. You cannot view the results of this parameter in the dashboard, but they are available through custom reporting.

## Optimizing the iSpot Analytics 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 Analytics Dashboard.

### TV Conversion pixel parameter optimizing

It's very important that clients understand how the type of data they pass either displays or does not display in the iSpot Analytics Dashboard. The CS team should guide discussions early on with clients to define their data tracking goals with the limitations of the Analytics Dashboard in mind.

**Important:** Ensure clients know they *cannot* use the two parameters discussed in this section to pass too many unique values. Predetermine a concise set of conversion types and custom data tracking.

### Conversion type (required)

The **Conversion Type** drop-down options in the dashboard are fed by the *type* parameter in the pixel. Define your conversion types to track your key conversion events.

The screenshot displays the 'Conversions Overview' dashboard for the date range 03/22/2018 - 06/19/2018 (14 Day Attr. Window). The interface includes a 'Date Range' section with buttons for 'Yesterday', 'Past 7', 'Past 14', 'Past 30', and 'Custom'. Below this is a 'Custom Range' section with date pickers for '03/22/2018' and '06/19/2018'. The 'Attribution Window' section has buttons for '2 hr.', '6 hr.', '12 hr.', '1 day', '7 days', '14 days', and '30 days'. The 'Conversion Type' dropdown menu is open, showing options: 'Web Add To Cart', 'Web Product Page', 'Web Purchase', 'Web Store Locator', and 'Web Visit'. The 'Conversion Type' label and the dropdown menu are highlighted with red boxes. At the bottom, there are two summary cards: 'TV Population Impressions' and 'Total Conversion Events'.

**Note:** Each Conversion Type results from combining either an app or web event with a specific conversion type.

## The customdata pixel parameter (recommended)

The **Custom Data** drop-down options in the dashboard are fed by the *customdata* pixel parameter. Use it to track more detailed actions or data points that funnel from your conversion types. Example: customer shopping cart values as indicated in the following figure. For more information, see the [TV Conversion Pixel parameters](#) section.

The screenshot shows the 'Conversions Overview' dashboard for the period 03/22/2018 - 06/19/2018 (14 Day Attr. Window). The 'Custom Data' filter is highlighted with a red box. The filter is currently set to 'Web Visit'. The 'Custom Data' dropdown menu is open, showing a list of options: 'cart\_between\_20\_50', 'cart\_under\_20', 'cart\_between\_20\_50', 'cart\_over\_50', 'cart\_under\_20', and 'empty\_cart'. The 'cart\_over\_50' option is selected and highlighted in blue. There are 'Apply' and 'Clear All' buttons at the bottom left of the filter menu.

This is a multi-select filter that you can use to slice data in numerous ways.

While the pixel can pass up to 5 values at a time, we recommend not tracking more than 15-20 values in total.

**Note:** Marketing channel is also recommended if the client wants to know what proportion of web traffic can be attributed to TV ads versus display ads, email campaigns, social media, etc.

## FAQ

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### **What is considered an attributed conversion in the dashboard?**

Put simply, we collect data on every page load that contains an iSpot pixel. From there, depending on the client's attribution model, we count one conversion, per engagement type, per day, per IP address.

### **Why am I not seeing conversions in the dashboard?**

The most common reasons are either not enough time or low volume. It is important to allow enough time for data to be collected and processed before accessing it on the dashboard. Additionally, if your data volume is low, matched conversions are less likely. This can depend heavily on the client's Designated Marketing Area (DMA). If your demographic has fewer smart TVs, then there are simply fewer possible impressions and by default fewer chances for a matched conversion.

### **Why am I not seeing staging data in the dashboard or Spotitorial?**

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.

### **Why am I not seeing certain conversion types?**

If you are only seeing one type of conversion event, i.e. "visit," which is the default, it is possible that the pixels were not placed on the site correctly. Make sure that you have correctly placed your pixels on their corresponding pages while being mindful to not place pixels where they should not be located, which can lead to inflated and inaccurate data. Lastly, if the volume is low, or a page is difficult to navigate to, there simply might not be a matched conversion for it yet.

### **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.

### **Does iSpot support measurement of IPv6 addresses?**

Yes, via integrating with a 3<sup>rd</sup> Party match partner such as Adobe, Neustar, Liveramp, etc.