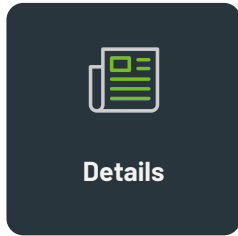


TV Conversion Pixel Implementation

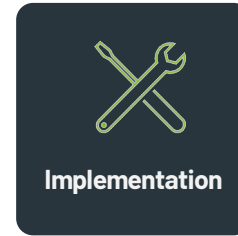
Mar 2021

iSpot.tv



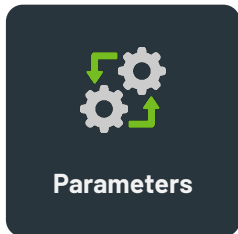
Details

The iSpot TV Conversion Pixel helps brands measure the impact of TV ads by attributing ads to business outcomes (i.e. web purchases, in-store purchases, and store visits, etc.) giving advertisers a true picture of TV ROAS.



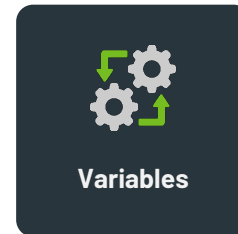
Implementation

The iSpot TV Conversion Pixel is a PII (personally identifiable information) compliant 1x1 gif that is placed within a website and/or mobile app. iSpot will create the pixel and its parameters based off the client or agency tracking needs. Each pixel will have a staging and production version that are required to be placed at separate steps in the process.



Parameters

Pixel parameters are the details of the pixel that help provide additional tracking insight when a pixel fire takes place. Parameters can help designate and differentiate application types (web vs. app) as well as conversion types (Web Visit, Web Purchase, Web Sign Up, etc.).



Variables

Pixel parameters can be dynamically populated within a Tag Manager (GTM, Tealium, etc.) and defined environment variables. They can also be updated directly in the website's JavaScript. App SDK partners generally have predefined install and in-app events available to pass via postback.



How are conversion pixels placed?

- In most cases, conversion pixels are generally provided directly to the client or their digital agency to place in their Tag Manager of choice or directly on their website.
- Want to track apps as well? iSpot has established relationships with AppsFlyer, Adjust, Branch, Kochava and we can work with a variety of other SDK partners as well to help meet your app tracking needs.



```
graph LR; A[iSpot creates conversion pixel for Client/Agency] --> B[Client/Agency places pixel in their Tag Manager or on the Brand website/app]; B --> C[A User navigates to the Clients website and/or app to perform an action]; C --> D[Conversion pixel fires and tracks what action has taken place]; D --> E[Conversion pixel data is sent to iSpot Dashboard for Client/Agency to see];
```

The flowchart consists of five green rounded rectangular boxes connected by right-pointing arrows. The steps are: 1. iSpot creates conversion pixel for Client/Agency; 2. Client/Agency places pixel in their Tag Manager or on the Brand website/app; 3. A User navigates to the Clients website and/or app to perform an action; 4. Conversion pixel fires and tracks what action has taken place; 5. Conversion pixel data is sent to iSpot Dashboard for Client/Agency to see.

1

Provide Pixel Requirements

Client or Agency will need to provide the iSpot Integrations team with the trafficking information for the pixel along with information for desired parameters. You will also need to confirm your Tag Manager and any other technology partners being utilized in trafficking your campaigns. Below are general parameter examples of the information necessary to send back to iSpot. The 'type' parameter is the most important parameter to define and send back to iSpot.

Parameter	Character type & limit	Description	Examples
app	char (4)	Differentiates traffic between mobile app, and your mobile/desktop site.	app=web, app=app
type	varchar (32)	How customer defines engagement types to track. Defines how you view your metrics in the dashboard.	type=visit, type=purchase, type=signup, type=addtocart, etc.
customdata	varchar (256)	Additional information used to track a set list of actions or attributes that correspond with your client' business goals..	Product categories or customer segments.
uid	varchar (128)	Known customer or user ID. Provides a unique permanent user ID that persists for each user.	Internal ID.
cid	varchar (64)	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.	Adobe, LiveRamp, Neustar, Oracle, etc.

2 iSpot Creates Pixels

The iSpot Integration team creates the conversion pixels based on the conversion tracking information that is provided in step 1. Once complete, iSpot sends pixels back over to Client/Agency so they can be placed for testing. Each pixel will have a staging and a production version. Pixel creation typically takes 1 to 2 business days.

3 Implement Staging Pixel

Client/Agency works with their web development team and/or app partners to place the staging version of the pixels; iSpot needs to be informed once placement is complete. iSpot will then QA to ensure pixels are tracking and firing correctly. Use of staging pixels mitigates additional effort and days worth of delays to the overall process if a mistake or issue were to arise. 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.

4 Implement Production Pixel

Once iSpot confirms the staging pixels have been properly placed, the Client/Agency works with their development team or app partners to remove and switch the staging pixels to the production pixels. iSpot needs to be informed once 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 true to your campaign.

5 Confirm and View Data

Similar as step 3 when iSpot ensures the staging pixels were placed correctly, iSpot will confirm the same for the production pixels as soon as we are notified of placement. iSpot will confirm set up and notify the Client/Agency within 1 to 2 business days. Live production data will be displayed within the iSpot dashboard within approximately 24 hours.

- **How long does conversion pixel set up take in totality?**
 - Once the pixel and appropriate requirements have been provided, it generally takes within two weeks to completion 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 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 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 data is the iSpot pixel collecting?**
 - In addition to the pixel parameters explicitly requested, iSpot is collecting the following: IP (client) obtained via request headers, timestamp, useragent, and referrer.
- **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 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.