

# iSpot Pixel Technical Specs

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iSpot t.tv

## Overview

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This guide covers the technical specifications of the iSpot pixel including data collection, transmission and storage of the TV Conversion and OTT Impression pixel data.

### What is the iSpot Pixel?

The iSpot pixel is an invisible image with dimensions of 1x1 pixels (also called a 1x1 pixel or pixel tag) that is loaded when a user visits a webpage or is served an advertisement. It is used to collect end-user (client) data in a PII compliant manner to measure OTT media performance and to connect linear TV and website conversion data. The pixel allows iSpot to relate these data points *primarily* based on client (household) IPv4 address to provide a wholistic measurement of all TV/OTT media and conversion metrics. All pixel data is obfuscated and processed on the backend with all data being reported in aggregate in the iSpot product.

### Pixel Structure

#### TV Conversion Pixel

Production ``  
Staging ``

#### OTT Impression Pixel

Production ``  
Staging ``

## Data Collected

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The iSpot pixel collects many of the same standard fields that any web browser collects from its users, a list of these datapoints automatically collected can be found below. Further privacy & security policies can be found on our website [here](#).

### \*Data Points

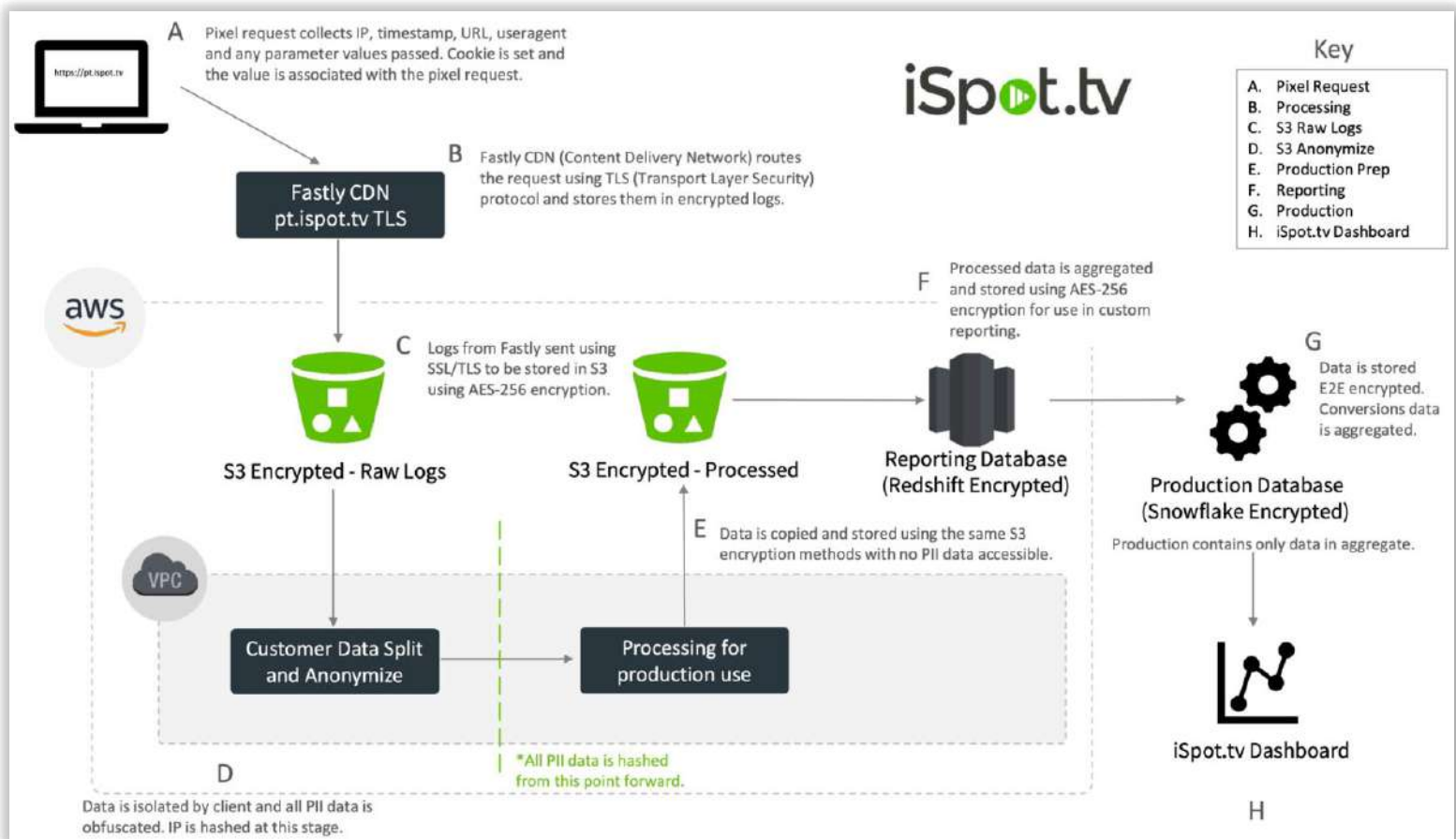
- IPv4
- Datetime
- Useragent
- Referer
- iSpot Cookie

Any other data points a client chooses to share with iSpot must be explicitly passed through an appropriate pixel parameter and comply with all standard PII and privacy guidelines. Please reach out to your customer success representative for guidance on this.

\*Raw logs are retained for a period of six months

## Pixel Data Flow

The iSpot pixel data is stored and processed in a secure manner using industry standard methods of storage and encryption. All personal data is anonymized and reported in aggregate in the iSpot Analytics Platform.



\*As IP is generally considered to be PII or otherwise sensitive data, iSpot obfuscates the IP using an md5 hash + salt and highly restricts access to only essential employees.

## Integration

There are several different methods of integration that iSpot supports that are compatible across most platforms and devices. Both website conversion and OTT impression data can be integrated either client-side or server-side using `https` protocol.

### Methods

- 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.
- Pixel integration for measuring **OTT/digital media impressions** is typically done by implementing through an adserver (DCM, Tradetrack, SpotX, Innovid, etc.) or by appending to a Video AdServing Template (VAST) tag.

As mentioned, data can also be transferred directly to iSpot without the use of a pixel through a variety of server-to-server methods. More information on these methods of integration can be provided upon request.

## Privacy & Opt-Outs

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iSpot complies with all U.S. privacy policies including CCPA and COPPA and while we do not provide services internationally, we are compliant with GDPR as well. We also accommodate opt-out requests from iSpot services directly in addition to honoring all Do Not Track indicators. Complete information regarding iSpot's privacy policies can be found here <https://www.ispot.tv/privacy>.

- Third Party Opt-outs
  - o Many clients use third party tracking to share data with iSpot such as App SDK's, Data Management Platforms (DMP) or other methods.
  - o It is the responsibility of third parties sharing data with iSpot to refrain from sending data about individual users that have opted out of tracking.
- CCPA compliant
  - o Opting out of iSpot services <https://www.ispot.tv/privacy/opt-out>
- Pixel honors all DNT requests sent through request headers
- Mobile
  - o We do not currently leverage IDFA or MAID's via the iSpot pixel.
  - o In the event that a user has opted out of app tracking, it is the responsibility of the third party application to not transmit the data to iSpot.