

Server-side OTT Integration

iSpot  t.tv

Introduction

The iSpot Impression endpoint tracks over-the-top (OTT) and digital video marketing channels outside linear TV. You can call the endpoint to track your various creative assets for a campaign in order to measure 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 endpoint enables iSpot to associate TV with OTT and digital media to provide a holistic view of a brand's advertising performance.

The following section outlines the technical specifications for sending impression data server-side, including data that must be passed to align with reporting needs.

Tracking OTT and digital impressions allows you to expand media measurement and performance beyond iSpot connected devices to measure ad effectiveness across all digital platforms and devices.

Server-side Specification

Server-side integration does not involve a pixel fire or HTML IMG tag on the client visitor browser, instead the brand or brand tag manager representative will fire the iSpot pixel on the client browser's behalf.

HTTP GET host URL of iSpot pixel:

<https://pi.ispot.tv/v2/your-site-id.gif>

The tracking code requires a unique Site ID (seen in the example above as "your-site-id") for each unique web site or app, which will be provided by iSpot. The format for Site ID is TC-1234-1 where "TC" stands for tracking code, "1234" is the client's account id, "-1" is the site identifier, which increments per site.

The main difference between a server-side integration and a client web-based integration is the lack of/incorrect information that server-side passes on behalf of the original visitor. Typically affected information is:

- IP address
- Date/time of original client visit
- User-Agent
- Cookies
- Referer
- Accept[-*]

Most of this irregularity is contained in the request headers that a normal browser pixel sends, so a server-side implementation requires re-creating these headers in a standard way. All HTTP URL's are to use urlencoding on the query values, e.g. `datetime=2019-05-25 15:24:00` becomes `datetime=2019-05-25%2015:24:00`. Multiple query parameters are separated using & (ampersand). Data sent via headers does not require urlencoding and should not be encoded.

IP Address:

IP address should be IPv4 only. There are two options for sending the IP address of the original client:

- X-Forwarded-For request header.

Example request header for client IP of 23.123.223.3:

```
X-Forwarded-For: 23.123.223.3
```

In the case that more than one proxy/forwarder is used, the left-most IP is to contain the original client IP. E.g:

```
X-Forwarded-For: 23.123.223.3, 10.0.0.1
```

- ip key/value in the query parameter.

Example URL for client IP of 23.123.223.3:

<https://pi.ispot.tv/v2/your-site-id.gif?ip=23.123.223.3>

Date/time of original client visit:

If the time difference between the client visit and server-side request is greater than a few minutes (or unreliable), the `datetime` query parameter should be set with the original UTC time of the client visit (YYYY-MM-DD HH:MM:SS). Example URL for client that visited at 3:24pm on the 25th May 2019 UTC:

<https://pi.ispot.tv/v2/your-site-id.gif?datetime=2019-05-25%2015:24:00>

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.

User-Agent:

There are two options for sending the user agent of the original client:

- User-Agent request header (preferred).

Example request header for user agent:

```
User-Agent: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3729.169 Safari/537.36
```

- useragent key/value in the query parameter.

Example URL for client user agent of Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3729.169 Safari/537.36:

```
https://pi.ispot.tv/v2/your-site-id.gif?useragent=Mozilla%2F5.0%20%28Windows%20NT%2010.0%3B%20Win64%3B%20x64%29%20AppleWebKit%2F537.36%20%28KHTML%2C%20like%20Gecko%29%20Chrome%2F74.0.3729.169%20Safari%2F537.36
```

Cookies:

iSpot cookies are to be sent via the Cookie request header, for example:

Cookie:

```
pt=v2:d996cc8a75a6626174604416f81e5850d98cc954d3ae78afe4143c077559e5d2|6a7586bed41579ada1943755008f34716a86a8d70ee174ee16501f136fbe4a98
```

The contents/value of this cookie is to be derived via the original client-side browser via JSON response from the following URL service:

<https://ps.ispot.tv/v2/your-site-id.gif>

Referer*:

Any referrer is to be sent via referer [sic] request header, for example:

Referer: <https://www.yourdomain.extension/path/?query>

* Misspelling of referrer intentional

Accept[-*]:

Any or all Accept, Accept-Language values are to be sent via applicable headers, for example:

```
Accept: text/html,application/xhtml+xml
```

```
Accept-Language: en-US,en;q=0.9,pl;q=0.8,ru;q=0.7
```

Examples

Example header-based server-side pixel fire using port 443 with TLS:

```
GET /v2/your-site-id.gif HTTP/1.1
```

```
Host: pi.ispot.tv
```

```
X-Forwarded-For: 23.123.223.3
```

```
User-Agent: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3729.169 Safari/537.36
```

```
Accept: text/html,application/xhtml+xml,application/xml Accept-Language: en-US,en;q=0.9,pl;q=0.8,ru;q=0.7
```

```
Cookie:
```

```
pt=v2:d996cc8a75a6626174604416f81e5850d98cc954d3ae78afe4143c077559e5d2|6a7586bed41579ada1943755008f34716a86a8d70ee174ee16501f136fbe4a98
```

HTTP GET with query parameters:

```
https://pi.ispot.tv/v2/your-site-id.gif?ip=23.123.223.3&datetime=2019-05-25%2015:24:00&useragent=Mozilla%2F5.0%20%28Windows%20NT%2010.0%3B%20Win64%3B%20x64%29%20AppleWebKit%2F537.36%20%28KHTML%2C%20like%20Gecko%29%20Chrome%2F74.0.3729.169%20Safari%2F537.36
```

Cookie and Accept values will still require to be sent via request headers. Response body of transparent gif pixel should be ignored.

Data Collection

For the most basic example:

<https://pi.ispot.tv/v2/your-site-id.gif>

Assuming that a client visited your webpage on 3pm on 10th of July 2016 UTC via IP 123.1.255.11 using a Chrome browser on Windows 7, here are some query string parameters that iSpot will accept:

Parameter	Stored Value	Description
datetime	2016-07-10 15:03:50	YYYY-MM-DD HH:MM:SS UTC.
ip*	123.1.255.11	IPv4 network traffic only will be stored.
platform*	ott or digital	Designates type of inventory, if across multiple devices/platforms use digital.
publisher*	PublisherName	The publisher or inventory source where the impression was served.
campaignid*	123456789	The unique ad-server campaign identifier.
placementid*	8756432219	The unique ad-server inventory identifier of the individual ad.
creativeid*	551379663	The unique ad-server creative version identifier.
devicetype	Desktop/Mobile	Device/Platform where the ad was served. Ex: Desktop, Mobile, OTT, Xbox, PS4, cross (across multiple devices)
uid	Ispot.123abc	A user session created by iSpot. Can be overridden by setting uid variable in SRC URL.
referrer	variable	The referrer optionally sent by the client via request header will be the URL of the page where the pixel tracking IMG tag is requested. To store this variable from a non browser client, please set Referer (sic) in the request header.
browser	Chrome	Determined from the User-Agent header in the request.
os	Windows 7	Determined from the User-Agent header in the request.
device	Other	Determined from the User-Agent header in the request.
language	en-US	Determined from the Accept-Language header in the request.
useragent	See above	See above

Alternate Methods to Supply Data

→ Supplying Data via API

Impression events can be supplied via uploading CSV files to the iSpot API.

- The "conversions" API end point is used to upload the file.
- Our day boundary is US Pacific Time ("America/Pacific"). Data will need to be uploaded by 7:00 AM Pacific Time for the entire previous day for it to be included in the data processing run. You can choose to send us data at hourly intervals or as a single dump at the end of the day, as long as you meet the deadline requirement.
- See the "CSV File Format" section for the file format.

→ CSV File Format

- The format of the file is UTF8 ASCII, comma delimited values. A header row is required listing the fields supplied in the file. See <https://tools.ietf.org/html/rfc4180> for CSV file format standards.
- Our defaults are: delimiter is comma <,>, quote is double quote <">, escape is double quote <">. No multi-line values.

Example:

```
"ip","datetime","siteid","useragent"
```

```
"34.11.99.234","2017-11-29 11:01:54","TC-1004-1","Mozilla/5.0 (Macintosh; Intel Mac OS X 10_10_5) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/62.0.3202.94 Safari/537.36"
```

```
"179.155.12.5","2017-11-29 18:43:31","TC-1004-1","UserAgent Has a quote: '". Do you like it?"
```