

# Server-side TVC Integration

iSpot  t.tv

## Introduction

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iSpot TV Conversion Analytics connects TV ad exposures across 8 M+ TVs with your 1st party website and app data using a tracking code. Each TV set is connected to the home network, making the home IP address accessible to iSpot. This enables iSpot to connect TV ad exposures with your data sets that are associated with IP addresses. This results in powerful closed-loop analytics around how TV creative, media and frequency drives sales and other critical KPIs. The entire process is done in a Personally Identifiable Information (PII) compliant manner.

## Server-side Specification

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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://pt.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://pt.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://pt.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 3<sup>rd</sup> Party identity resolution partner.

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

## 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://pt.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

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

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

```
Host: pt.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://pt.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

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For the most basic example:

<https://pt.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.
siteid	%SITEID%	This value will be supplied to you by iSpot prior to deployment.
uid	ispot.123abc	A user session created by iSpot. Can be overridden by setting uid variable in SRC URL.
app	web	Value distinguishes between Desktop/Mobile web and dedicated mobile app. <b>app=web</b> or <b>app=app</b> Can be overridden by setting app variable in SRC URL.
type	visit	No type was supplied, default visit value is recorded. Can be overridden by setting type variable in SRC URL.
url	null	Can be specified by setting url variable in SRC URL. NOTE: If including URL parameters in this field (e.g. ?id=xxx&sessionId=yyyy) ensure the whole value is URL encoded.
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.

## Custom Data

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The iSpot Tracking Code supports passing custom data for your business goals. The custom data parameter can be used to pass your unique data types. For example:

Example Cart and Total (key/value):

```
.../your-site-id.gif?customdata=carttotal%3D145.00
```

Example Coupon (JSON):

```
.../your-site-id.gif?customdata=%7Bcoupon%3A+%22abc%22%7D
```

Example Source (key/value):

```
.../your-site-id.gif?customdata=source_social
```

Example User Types (key/value):

```
.../your-site-id.gif?customdata=user_member
```

## Alternate Methods to Supply Data

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### → Supplying Data via API

Conversion 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?"
```