

BPA/Nielsen Online Website Traffic Audit

Leading the World in Media Auditing.



Background

- ✓ Budget controls
- ✓ Cost savings from NextGen
- ✓ Re-invested savings back to membership
- ✓ Offered as bundled in regular audit fees





The Offering

- ✓ Near real-time online reporting of audited web activity in partnership with Nielsen Online
- ✓ Reporting is enabled through website tagging methods Java script
- ✓ BPA to offer this at no additional cost to its members



Why Nielsen

- ✓ Nielsen's global brand recognition
 - Recognized by media owners, buyers and advertising agencies worldwide
- Seamless adaptability to BPA needs without extensive system development
- ✓ Nielsen's ability to upgrade and improve the product





What is Measured

- ✓ Page Impressions
- ✓ Unique Browsers
- ✓ User Sessions
- ✓ Unique Browser Frequency
- ✓ User Session Duration
- ✓ Page Duration
- ✓ Executive Summary





What is Measured

✓ Page impressions

 The total number of web pages successfully viewed by all users within the reporting period selected.

✓ Unique browsers

- The number of unique browsers, as tracked through a unique cookie ID, during a selected reporting period.
- Each session is recorded but each browser is only counted once within a specific time frame.



What is Measured (con't)

✓ User Sessions

- A user viewing a site and viewing various pages with less than 30 minutes between pages.
- ✓ Unique browser frequency
 - The average number of times a unique browser returns to a site during a reporting period.



What is Measured (con't)

- ✓ User session duration
 - Amount of time a user spends per session
- ✓ Page duration
 - Amount of time spent per page
- Executive summary of above



What is audited

- ✓ Tag Placement
- ✓ Robot/Spider filters
- ✓ Internal traffic filters





How it Differs from Analytics Tools

- ✓ Measurement tools do not offer thirdparty independence and are not used to a common standard.
- ✓ Publishers can set their own site's measurement parameters





How it Differs from Analytics Tools (con't)

- ✓ BPA will conduct a System Certification on Nielsen's SiteCensus tool annually
 - Will ensure it is properly collecting and reporting members' web traffic data
- Audit each website's tag placement and assure only one tag/page
- ✓ Filters spiders, robots, and internal users



Reporting

- ✓ There will be no PDF statements
- ✓ Optional reporting of page impressions, user sessions, and unique browsers
- ✓ All information available on BPA/Nielsen SiteCensus website





BPA/Nielsen SiteCensus

- ✓ Ability to select by market segment (SRDS), country of origin of traffic or specific website
- ✓ Can print, download, email reports
- ✓ Information will be available to advertisers, agencies, media buyers, etc. (roughly 120 to date)



How it will be Implemented

- ✓ Publisher will need to complete application, with contact info, URL's, and IP's
- ✓ Instructions will be provided on how to tag your website
- ✓ BPA will ensure tags are properly placed and you can begin accessing information for your specific website
- ✓ Help desk is set-up by BPA specifically to deal with all questions relating to the website traffic audit tool
- Over 430 publications from 120 publishers are currently involved.



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