

Monitoring of Internet Advertisement

general presentation of the system model



The Project

- based on 3 piers
- quality partially depends on the level of cooperation of other subjects
- but it also can be effectively supervised
- is based on long-time experiences with independent internet ads monitoring and audience measurement
- brings original and complex solution



Roles of participating parties (1)

- media agencies
 - audit of results
 - initial campaign description (possibility)
- servers
 - metatag emission
 - declaration of
 - campaign plans
 - campaign performances
 - pricelists with purchase models
- ad server solutions providers
 - automatic declarations
 - giving access to adverts (not blocking)



Roles of participating parties (2)

- conductor of the monitoring
 - grants proper functionality
 - data warehouses management
 - description of not-paired creatives
 - estimation of not-declared performances
 - results' data production
 - on-line web application with results
 - brings feedback about quality of the data (especially declarations)



Modules

- declarative databasis
- Nettrack (robot)
- identification of domains with ads
- on-line application
- auditing mechanisms



Declarative database (1)

- pricelists
 - position description
 - server, section, placement
 - format description
 - allowed content (image, flash, html, text)
 - size
 - purchase model
 - paid unit (time, CPT (impressions, clicks))
 - price
 - > added value for advertisers
 - catalogue of ad space on the internet
 - central, transparent, actual



Declarative database (2)

- campaign description
 - main properties of the campaign
 - advertiser
 - name, brand, mutation
 - etc.
- performance declaration
 - period
 - reference to campaign/pricelist position



Nettrack (1)

- module jsWorker interprets JavaScript
 - monitors ads dynamically inserted in the client (browser)
 - executes nested scripts
 - imitates presence of plug-ins (e.g. flash)
 - is capable to emulate user actions
 - crawls through sites recursively
- ads detection
 - metatags
 - tests source and target URLs
 - high probability of detection
 - manual categorization of creatives



Nettrack (2)

- ads indexation
 - hash image of the data that make the advertisement object
 - new object stored
 - premiers described
 - repeated objects get a new hit
 - URL
 - timestamp



Monitored domains and sections

- primarily a list
- extraction of new domains/patterns from links
- zone records managed by the controller NASK
 - 2nd level domains
- optionally using internet catalogues
 - also domains of higher levels



Domains of ad server providers

- URL masks constitute a filter for downloaded objects
 - key rule making manual categorization/description effective
 - decreases traffic
- new masks are introduced for new ad server domains
- identified by
 - frequent URL patterns leading outside the server
 - objects hashes are compared with hashes of approved ads
 - automatized process
 - supervision and URL mask extraction



Supervision of the results

- audit conducted by media agencies (possibly advertisers)
- check of
 - summaries (by server, format, advertiser)
 - a few details
- 2 modes
 - regular tests
 - tests based on indication of irregularities
- in the case of differences
 - analysis of the cause
 - qualitative feedback
 - reporting of correct values
 - elimination of the cause so it does not occur again



Declaring vs. non-declaring subjects

- declaring servers
 - metatag indication (option: creatives incl. in declarations)
 - feedback about metatag vs. declarations coverage on the server
- non-declaring servers
 - decription
 - hash pairing or
 - manual description
 - performance estimation based on known positions
 - pricelist collection



Produced data

- proprietary format that fits the needs
- based on open standards (XML)
- usable by any software application
- up to daily basis (normally monthly/weekly)
- web service for automatic updates



Structure of the results

Detailed record of the monitoring

campaign	collection type	validity of the record
advertiser	audited	performance
brand	height	creative object
product category	width	purchase model/price
media agency	type	placement
creative agency	server	computed pricelist price
other details	section	



User SW

- AdMonitoring "OLA" by Primetime
- MMW by Primetime/Markdata
- Sygrecp by Mediaresearch
- gemiusExplorer by Gemius
- and many others



Optional extensions

- measurement of internet advertisement perception via internet panels
- exact measurement of ads by gemiusDirectEffect
- sociodemography measurement of campaigns (integration with gemiusAudience)
- central gateway for plans
 - simplified administration (possibility to import campaign plans by servers)

