



# comScore Ad Network Reporting

## Ad Network Tag Specification

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## Introduction

Comscore Media Metrix Ad Networks reporting concentrates solely on measurement of top advertising networks. This service delivers the industry source for in-depth measurement, evaluating the reach of ad networks and their channels. Agencies, advertisers and publishers use these metrics to gauge the performance of these networks, optimize ad spending and assess possible partnerships.

## Ad Networks Unified Data Collection

Comscore has deployed a tagging initiative based on feedback from the market to simplify the existing processes for classification along with the desire for a higher level of integration with Ad Networks. This will also allow for a single method of data exchange between the online stakeholders and Comscore to provide the breadth of reporting capabilities meeting the exact specifications set forth by the stakeholder.

This document explains the specifications to implement content asset tagging for Ad Networks.

## What are Tags?

A tag, sometimes referred to as a web bug or tracking pixel, is a transparent one by one pixel graphic image that is placed on a web site or other web based content asset and is used to track an “event”. Each time the content asset — in the case of publishers a page — is served upon the end-consumer, the tag call is made and that consumption event is logged on the data collection server, thus enabling all tagged events to be tracked. These events include visiting a web site or page within a website, watching a video, delivery of an advertisement or delivery of distributed content. Information such as the IP address of the computer that consumed the content, a timestamp of when the tag was retrieved, the type of browser, previously set cookie values, etc. can be passed along with the tag call.

Additional values are used to capture more granular information about the tag call including where it was viewed, who delivered it, which advertising package, campaign or content channel, etc. it belonged to. These values are typically included as part of most tag calls through query string parameters.

When client-side tags are combined with insights provided by the Comscore panel, they deliver significant additional value to internet audience measurement, bringing breadth, flexibility and enhanced granularity to the rich consumer insights and behavioral data of the Comscore panel.

## Benefits of tagging:

- A Single Tagging Effort: The tagging method proposed incorporates all of the tagging needs for syndicated reporting of Ad Networks, to a data exchange environment for ad effectiveness capabilities.
- Ease of Ad Network Classification: By implementing the Comscore tag, the burden of managing hundreds or thousands of site URLs for classification and reporting purposes on a monthly basis is removed. Comscore has simplified this process by allowing the Ad Network to place a channel/category id into the tag itself. Reporting metrics will be allocated according to that classification. Each c3 parameter value ( [see below](#) ) would translate to a discrete reportable entity within each

Ad Networks reportable hierarchy.

- **Access to Campaign Level Reports:** This implementation method will allow Ad Networks to consolidate their campaign tagging efforts and immediately realize the benefits of Comscore Campaign Essentials and Action Lift offerings. These reports provide a snapshot of how effective the marketing efforts were in reaching the intended targets and measure the post exposure impact of the campaign. These reports can also be used for course correction during the campaign to maximize the reach of its intended target.
- **Improved Reporting Features:** By providing placement and genre classifications, Comscore can now provide in depth Campaign Essentials and Action Lift analysis down to these levels. This provides information that can be used to highlight the benefits of advertising at these levels. At a campaign level, this provides the next level of reporting that goes beyond the ‘How did we do?’ by providing insights into ‘What can we do better?’ for the next wave.

## How and When is the Tag Call Made?

Tag calls are typically made by embedding JavaScript code as a part of the content asset delivery. The Comscore specified syntax for the JavaScript to be used is detailed below. It is highly recommended that the tag script be embedded after a response from an ad delivery system to an ad request.

## Implementing the Ad Network Tag

The Comscore Ad Network Tag uses asynchronous loading of a JavaScript file so that the processing of the webpage is unaffected by loading of the tag. A `<img>` HTML element is also present for cases where JavaScript cannot be executed. The tag uses the parameters listed below, which are required to ensure appropriate data categorization.

*Comscore publisher tag parameters*

Parameter	Required or Optional	Description	Explanation	Example value
c1	Required	Tag Type	Pre-populated with fixed value 8	8
c2	Required	Comscore Ad Network ID	A Comscore-provided number with at least 7 digits that is unique for each Ad Network <sup>(1)</sup> . This value is also used in the URL of the <i>beacon.js</i> file.	1234567
c3	Required	Channel / Category Identifier	<ul style="list-style-type: none"> <li>▪ Unique <b>integer</b> (up to 19 digits) for the Ad Network category</li> <li>▪ Assigned by Ad Network client. Mapping provided to Comscore to define a reportable hierarchy.</li> </ul> No leading 0's are allowed for the c3 parameter value. <ul style="list-style-type: none"> <li>▪ If no channel breakouts are desired, the c3 parameter should be set to a static c3=1 value that applies to all impressions.</li> </ul>	7394751 <sup>(2)</sup>

To implement the tag, copy its code into your web page content and provide the appropriate parameter values:

(1) The Ad Network ID is also known as the *Client ID* or *c2 value*.

(2) 7394751 translates through dictionary to a “Finance” channel within the Advertising Network Hierarchy.

```

1. <!-- Begin Comscore Tag -->
2. <script>
3.     var _comscore = _comscore || [];
4.     _comscore.push({ c1: "8", c2: "1234567", c3: "7394751" });
5.
6.     (function() {
7.         var s = document.createElement("script"), el = document.getElementsByTagName("script")[0]; s.async = true;
8.         s.src = "https://sb.scorecardresearch.com/cs/1234567/ beacon.js";
9.         el.parentNode.insertBefore(s, el);
10.    })();
11. </script>
12. </noscript>
13. 
14. </noscript>
15. <!-- End Comscore Tag -->

```

In addition to the mentioned parameters, the following parameters are automatically collected by the JavaScript code of the tag:

#### Automatically collected parameters

Parameter	Description
c7	Full Page URL (required)
c8	Page Title
c9	Referring URL (required)

## Custom Implementation Without JavaScript

Sometimes the content might not be allowed to contain or execute JavaScript code, as is the case with mobile-optimized WAP content. For this use cases Ad Networks should use **only** the `<img>` HTML code of the tag and populate the parameters with appropriate values, for example by using server-side logic.

```

```

## User Consent Tagging

Applicable privacy and data protection laws and regulations may require companies to capture and/or document a user's consent for measurement. For example, the European Union's General Data Protection Regulation ("GDPR") and the Privacy and Electronic Communication Directive 2002/58/EC require capturing user consent. The California Consumer Privacy Act ("CCPA") requires companies to provide users with the ability to "opt-out of the sale of personal information." Please note that the implications of applicable privacy and data protection laws and regulations may vary and are best evaluated by each individual business.

## Using a Consent Management Platform

If you are using a Consent Management Platform (CMP) which implements iAB Transparency and Consent Framework (TCF) version 2.0 then Comscore Publisher Tag integrates with the CMP to automatically collect user consent. No additional steps are necessary to enable this integration, other than to make sure the Comscore Publisher Tag is in the web page where it can access the CMP as per the TCF 2.0 technical specification.

Sometimes JavaScript code execution might not be possible. Ad Networks are expected to provide two extra parameters in the `<img>` HTML code of the tag, but only if they can retrieve and incorporate Transparency and Consent data. The two parameters are `gdpr` and `gdpr_consent`, both used according to the Consent Management Platform (CMP) specification.

For populating `gdpr_consent` it is important to note Comscore's TCF vendor id is 77.