

Comscore Direct Quick Reference Guide

The Comscore Direct Quick Reference Guide is an, easy-to-use reference tool that provides a brief product overview reviewing the rules associated with website tagging and the frequencies in which data is released to the reporting interface.

What is Comscore Direct?

Comscore Direct is a self-service portal for managing the measurement of web content; reporting audience and traffic measures, including metrics pertaining to websites, distributed content, ad and video content, presenting counts and other audience reported data (Unified Digital Measurement) by month (selected calendar month) or custom date range and geography.

Type of Data Collected

Comscore Direct collects two types of data – Entity and Domain/Host. The difference between the two is how a client's content is displayed in the Comscore Dictionary.

- Entity Data: When users review this data level they are focused on an entity's Unified status and dictionary management.
- Domain/Host Data: When users review this data level it is for the purpose of reconciliation – comparing their internal data to that collected through their Comscore tag(s).

Golden Rules for Website Tagging

- Clients are required to claim an entity from the Comscore Dictionary or request a new dictionary entry.
 - Clients should select and claim their domain prior to deploying the tag to their website content.
 - Existing Media Metrix subscribers are not required to claim their domains or dictionary entities as that process has already been completed by Comscore.
 - New dictionary entries submitted after the 20th/21st of the month may not be approved until the beginning of the next calendar month due to a closed period in which new entries are not updated in the Comscore dictionary
- After an entity has secured an eligibility score of 80% or more it becomes eligible for Unified reporting and moves to the Private status.
 - An entity must be tagged properly, and data request must be seen, by the 1st of the month to be eligible for private data.
 - The Private status is required by all clients and last for one full calendar month.
- An entity will move to the Public status after a full release month has passed AND if it has maintained the required eligibility score of 80% or more.
 - Typically, two complete calendar months have completed in this duration.

Data Releases

There are three frequencies in which data is released to the Direct reporting interface: hourly, daily and month.

Hourly Data

Data dependent on hourly data:

- Manage Website - Domain Data
- Traffic Review – Census Page View (raw/filtered) for Domain
- Tag Review for all other host data: Distributed Content, Ad Network, Ad Campaign and Video data
- Traffic Review Census Page View by Domain

Daily

Data dependent on daily data:

- Claimed Entities
- Exceptions – Entities & Domains
- Eligibility – Entities & Domains
- Traffic Review Cookie Data: by Dictionary and Domain
- Traffic Review Census Page Views by Entity
- Website Status: Private and Public (notifies users which entities are expected to go private in the next reporting month)

Monthly Data

Monthly data is released after a full calendar month has concluded; monthly data release is typically released mid-month. Data depended on the monthly data:

- Unified Report
- Traffic Review - Cookie Data: by Dictionary and Domain
- Traffic Review - Census Page views by Dictionary and Domain
- Dictionary Changes
- Media Dashboard
- Traffic Audit Report