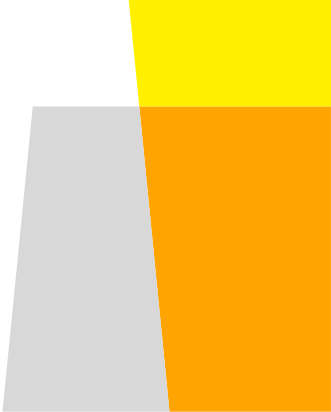# Comscore Media Metrix Reporting

Facebook Instant Articles Traffic Crediting

document version: 2.3.0; released on August 5, 2020

Introduction

Prior to the summer of 2015, users of the Facebook mobile app that engaged with articles created by 3rd party publishers (e.g. CNN, Washington Post, Fox News, etc.) did so by opening articles via embedded browsers (a mobile browser that runs entirely within a mobile app). This experience required the Facebook app to make connected web calls to the publishers' sites and load content on the fly just as one would by opening a mobile web browser like Chrome or Safari and navigating to a publisher's native website. However, this user experience both removed the user from the Facebook environment and resulted in slower accessing of the desired content.

Why Instant Articles Exist

To improve the user experience as well as provide even more stickiness for its own app, Facebook developed a simplified version of HTML5 that could be run within the Facebook app and render 3rd party publisher content without the user opening an embedded browser and thus leaving the confines of the Facebook-controlled environment. This simplified web viewing had the advantage of speed of loading due to background caching and a user experience in line with navigation across Facebook's native content. This 3rd party publisher content that was now natively hosted by Facebook are Facebook Instant Articles (FBIA).

Where Instant Article consumption occurs

Instant Articles are only made available to iPhone, Android phone, and Android tablet users running iOS 7.0 and higher or Android 4.1 and higher. iPads are not explicitly supported for FBIA. All FBIA consumption occurs within the Facebook mobile app. No consumption of FBIA occurs in browser-based Facebook engagement or non-mobile Facebook engagement.

Other resources

- *Facebook for developers page (https://developers.facebook.com/docs/instant-articles)*
- Contact for Questions: Comscore Client Insights Representative or *FBPublisherPartners@comscore.com*

Comscore Measurement of FBIA

Comscore will measure all FBIA traffic for a given publisher using census tag data. No panel data will be used to specifically identify FBIA traffic. In all cases, Comscore's website census tag type (`c1=2`) is used for the measurement. The website tag has a number of key parameters that ultimately allow Comscore to credit traffic to the appropriate publisher entity in the Comscore Client Focus Dictionary (CFD).

There are 2 ways for Comscore to receive `c1=2` traffic for FBIA measurement:

1. Comscore Native Tag
2. Adobe Redirect

> ⚠️ **About the deprecated *Legacy Implementation*...**
>
> The Legacy Implementation was deprecated in 2019 and is no longer available for clients.

Comscore Native Tag

Starting in April 2016, FB began allowing publishers to embed analytics in an iframe within each Instant Article. This includes the ability to embed the native Comscore website tag used to tag standard web pages. The canonical URLs created by the publisher for each Instant Article is picked up by the Comscore tag code and delivered to Comscore as the URL to be used for traffic crediting.

Sample Request

```
GET https://sb.scorecardresearch.com/b?c1=2&c2=1234567&comscorekw=fbia&c8=&
c7=http%3A%2F%2Fpublisher.com%2Fsection%2Farticle.html&c9=
```

Sample request parameters

Parameter	Description	Value
c1	Tag Type	2
c2	Comscore Publisher ID	1234567 (illustrative)
comscorekw	Keyword presence	fbia
c7	Publisher URL (auto captured)	http://publisher.com/section/article.html
c8	Publisher Page Title (auto captured)	NULL (only populated if HTML Title tag given in article code)
c9	Referring URL (auto captured)	NULL (not expected as the Instant Article load occurs entirely within the FB app)

Adobe Redirect

For many years publishers have been able to take advantage of a relationship between Comscore and Adobe (previously Omniture) where Adobe analytics tags trigger a redirected Comscore tag containing the necessary parameters required for Comscore traffic crediting. For FBIA, existing implementations of the Adobe redirect will function to provide Comscore with traffic data.

Sample Request

```
http://b.scorecardresearch.com/r?c2=1234567&d.c=gif&d.o=mylocalersid&d.x=1234&d.t=page&
d.u=http%3A%2F%2Fpublisher.com%2Fsection%2Farticle.html%3Fsr%3Dfbia
```

Sample request parameters

Parameter	Description	Value
c2	Comscore Publisher ID	1234567 (illustrative)
d.c	Content Type	gif
d.o	Adobe Report Suite ID	mylocalersid (illustrative)
d.x	Cache-busting random number	1234 (illustrative)
d.t	Data Type (equivalent to c1)	page
d.u	Page URL (equivalent to c7)	http://publisher.com/section/article.html

Identifying FBIA when Comscore tag is directly used

Direct implementation of the Comscore tag is always the recommended approach to account for publisher FBIA traffic. All publishers of FBIA now have the option to embed a Comscore tag along with any other 1st party or 3rd party analytics code within each Instant Article.

Clients can embed HTML/JavaScript tracking code within an iframe on each article using the Analytics element. Anything in this iframe will execute at the beginning of each article load, but the webview will remain hidden from the reader. This embed must be included in the `<body>` of the article and is not supported in the header or footer.

```
41.    <figure class="op-tracker">
42.        <iframe>
43.            <!-- Include full analytics code here -->
44.        </iframe>
45.    </figure>
```

Recommended Approach for Comscore Reporting

1. Obtain the latest Comscore website tag code from ⬈ *Comscore Direct (https://direct.comscore.com/)* .
2. Add the tag code to the Analytics `<iframe>` with the additional `comscorekw` parameter to the tag code using a `url_append` (highlighted in the following example code). The actual keyword value should contain the string `fbia`. If more than just `fbia` is present in the string, clients are advised to add an underscore before and/or after `fbia` to isolate the single characters of `fbia`:
   a. e.g. `comscorekw=fbia` (no other keyword)
   b. e.g. `comscorekw=news_fbia` (additional keyword of `news` with `fbia` after)
   c. e.g. `comscorekw=fbia_news` (additional keyword of `news` with `fbia` before)
   d. e.g. `comscorekw=news_fbia_local` (additional keywords of `news` and `local` with `fbia` in between)
3. Client should request through their Comscore client insights representative to have a unique URL pattern created in the Comscore dictionary to explicitly report on traffic generated by the publisher's FBIA (e.g. `%.yoursite.com/%comscorekw=%fbia%`).

Comscore website tag implementation with `comscorekw` parameter

```
51.    <!-- Begin Comscore Tag -->
52.    <script>
53.        var _comscore = _comscore || [];
54.        _comscore.push({
55.            c1: "2",
56.            c2: "1234567",
57.            options: {
58.                url_append: "comscorekw=fbia"
59.            }
60.        });
61.
62.        (function() {
63.            var s = document.createElement("script"), el = document.getElementsByTagName("script")[0]; s.async = true;
64.            s.src = "https://sb.scorecardresearch.com/cs/1234567/beacon.js";
65.            el.parentNode.insertBefore(s, el);
66.        })();
67.    </script>
68.    <noscript>
69.        <img src="https://sb.scorecardresearch.com/p?c1=2&c2=1234567&cv=3.6&cj=1&comscorekw=fbia">
70.    </noscript>
71.    <!-- End Comscore Tag -->
```

To communicate User Consent — please refer to 🔗 *Appendix A: User Consent Tagging on page 7* for more detail on this — first follow these tagging instructions before executing the additional implementation steps mentioned in the appendix.

Identifying FBIA when Comscore tag not directly used

Direct implementation of the Comscore tag is always the recommended approach to account for publisher FBIA traffic. However, with the **Adobe redirect** scenario Comscore receives a call facilitated by Adobe containing parameters that a Comscore tag would contain. In this scenario the client must modify the canonical URL fed to Facebook for each Instant Article to include a unique identifier Comscore can later parse to flag traffic as FBIA.

Facebook Canonical URL

A canonical link is required in the `<head>` of every Instant Article, and this must be an absolute URL. If this URL is not present, Facebook will display the canonical link defined for the `<item>` in your RSS feed. If a canonical link is not provided in either the article's `<head>` or in the RSS feed, Facebook will ignore the article.

```
61.    <head>
62.        <meta charset="utf-8">
63.        <meta property="op:markup_version" content="v1.0">
64.
65.        <!-- The URL of the web version of your article -->
66.        <link rel="canonical" href="http://example.com/article.html">
67.
68.        <!-- The style to be used for this article -->
69.        <meta property="fb:article_style" content="myarticlestyle">
70.    </head>
```

Recommended Approach for Comscore Reporting

1. Client should append `?sr=fbia` as a query string to the canonical URL passed to FB for each Instant Article
   - e.g. canonical URL = `http://example.com/article.html?sr=fbia`

2. Client should request through their Comscore client insights representative to have a unique URL pattern created in the Comscore dictionary to explicitly report on traffic generated by the publisher's FBIA (e.g. `%.yoursite.com/%sr=fbia%`).

Verifying Comscore FBIA measurement

Comscore has set up internal reporting to aggregate all census traffic produced that includes either `%comscorekw=%fbia%` or `%?sr=fbia%` in the `c7`, or a valid `c4` with `c9=m.facebook.com`. In the case of the `c4`/`c9` scenario, the string `fbia` does not need to be present in the `c4` to be aggregated into the internal report. The string `fbia` however **does** still need to be present in the `c4` to allow for explicit breaking out of the FBIA traffic for public reporting. These cover the 3 scenarios for FBIA measurement.

Verification of implementation is possible via this report that a client's client insights representative has access to and can check for updates on a daily basis.

The alternative to the daily report is to observe the Comscore census calls made with live FBIA implementations. This can be done via Charles or any other HTTP debugging proxy tool. If Charles is in use, note that SSL Proxying must be enabled for `*.scorecardresearch.com*`. The Charles root certificate must also be installed on the test mobile device. Instructions on root certificate installation can be found *here (https://www.charlesproxy.com/documentation/using-charles/ssl-certificates/)* .

Comscore's Tag Support team is always available to assist in verification of tagging implementations including FBIA and can be contacted through *tagsupport@comscore.com*.

Appendix A: 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.

This addendum explains the steps to communicate user consent (e.g., did a user opt in or out of measurement) for publishers using Comscore web page impression tagging.

To communicate user consent a publisher must **add parameter `cs_ucfr`** to the collected data. The accepted values for this user consent parameter are:

Parameter `cs_ucfr` values for communicating user consent

Value	Interpretation	Usage
0	User has not given consent or has opted out	Use this value to indicate the user 1. has been asked for consent where the user did not give consent, or 2. enabled the option to opt out (e.g., opt out of the sale of personal information)
1	User has given consent	Use this value to indicate the user has been asked for consent where the user has given consent to collect data for measurement
	User has not taken an action	Use an empty string value (i.e., blank) to indicate the user has not taken an action

> **About including parameter `cs_ucfr` when not collecting user consent opt-in or when the user consent value is unknown…**
>
> In countries that do not require explicit opt-in consent for measurement the following may be applicable:
>
> ▪ If **consent is not collected** for a user, then **do not populate** parameter `cs_ucfr`.
> ▪ If **the user consent value is not known** when web page impression tagging is executed, then **populate parameter `cs_ucfr` with an empty string value (i.e., blank)** as part of the library configuration.

A publisher must add parameter `cs_ucfr` with an appropriate value to the web page impression tagging by adding the parameter and its value to the HTML and JavaScript code. With this change of the HTML and JavaScript code the publisher **should not change any other collected data values**.

For example, assuming the user has given consent, the aforementioned tag code would be changed into:

```
51.    <!-- Begin Comscore Tag -->
52.    <script>
53.        var _comscore = _comscore || [];
54.        _comscore.push({
55.            c1: "2",
56.            c2: "1234567",
57.            cs_ucfr: "1",
58.            options: {
59.                url_append: "comscorekw=fbia"
60.            }
61.        });
62.
63.        (function() {
64.            var s = document.createElement("script"), el = document.getElementsByTagName("script")[0]; s.async = true;
65.            s.src = "https://sb.scorecardresearch.com/cs/1234567/beacon.js";
66.            el.parentNode.insertBefore(s, el);
67.        })();
68.    </script>
69.    <noscript>
70.        <img src="https://sb.scorecardresearch.com/p?c1=2&c2=1234567&cs_ucfr=1&cv=3.6&cj=1&comscorekw=fbia">
71.    </noscript>
72.    <!-- End Comscore Tag -->
```

Appendix B: Crediting FBIA Traffic in Mobile Metrix

Once Comscore begins receiving census traffic from FBIA implementations, it is then possible for that traffic to contribute to a publisher's data reported in Mobile Metrix. Furthermore, it is possible for a client to explicitly report traffic for FBIA either privately or publicly in Mobile Metrix.

Non-Explicit FBIA Reporting

Once tagging is in place via one of the previously described implementations, a publisher's Mobile Metrix data will immediately begin including FBIA traffic in the aggregated reported data. For example, if a publisher has the below hierarchy that already exists in the Comscore CFD and implements FBIA tagging on May 15th, all FBIA tagged traffic generated from May 15th – May 31st will contribute to the May data for the publisher; there is no lag for contribution to existing CFD hierarchies.

Existing CFD Hierarchy

[P] MyProperty

    [M] MyMediaTitle1

        `%.mysite1.com%`

    [M] MyMediaTitle2

        `%.mysite2.com%`

FBIA Traffic – produced via any of the implementation methods

1. Direct Comscore Tag Implementation
    a. `c7` = http://mysite1.com/article.html?comscorekw=fbia
2. Adobe Redirect Implementation
    a. `d.i` = http://mysite1.com/article.html?sr=fbia

The FBIA traffic will immediately contribute to *[M] MyMediaTitle1*.

Explicit FBIA Reporting

Once tagging is in place via one of the previously described implementations, a publisher has the option to create a unique URL pattern in the Comscore CFD that can then be used to either publicly (via Syndicated entity) or privately (via ALT Rollup) report on the explicit traffic generated by FBIA. There is a timeline for creation and subsequent reporting that the Comscore Client Insights team can communicate.

Any explicit reporting of FBIA traffic need to respect the established reporting rules of the Comscore dictionary. An example of a hierarchy that explicitly reports FBIA traffic is below.

New CFD Hierarchy

[P] MyProperty

    [M] MyMediaTitle1

        `%.mysite1.com%`

        [C] MyMediaTitle1 – FBIA

```
%.mysite1.com%comscorekw=%fbia%

%.mysite1.com%sr=fbia%
```
　[M] MyMediaTitle2]
```
%.mysite2.com%
```

FBIA Traffic – produced via any of the implementation methods

1. Direct Comscore Tag Implementation
   a. `c7` = http://mysite1.com/article.html?comscorekw=fbia
2. Adobe Redirect Implementation
   a. `d.u` = http://mysite1.com/article.hmlt?sr=fbia

The FBIA traffic will contribute to *[C] MyMediaTitle1 – FBIA* once that entity is added to the monthly dictionary.

Dictionary Pattern Rules

In an effort to keep entity level comparisons of reported data consistent across entity hierarchies, standard rules for creating dictionary entities with Facebook Instant Article traffic have been established and are detailed below. Clients need to work with their respective internal and Comscore Client Insights teams to ensure dictionary entities that explicitly report Facebook Instant Article traffic adhere to these rules.

Pattern Format
URL pattern must contain `%COMSCOREKW=%FBIA%` or `%SR=FBIA%` in page mask

Pattern Location
URL pattern must exist where traffic is currently aggregating and in the explicit FBIA entity. There will be a "parent/child" relationship between the two patterns.

　Parent pattern = original pattern (e.g. `MOVIE.YAPOON.COM.MX%`)
　FBIA pattern = `MOVIE.YAPOON.COM.MX/%COMSCOREKW=%FBIA%`

　Example Structure:
　[C] Yahoo Movie Mexico
```
MOVIE.YAPOON.COM.MX%
MOVIE.YAPOON.COM.MX/%COMSCOREKW=%FBIA%
```

Pattern Creation
FBIA URL patterns can only be created by a client for their own domains

Pattern Modification
FBIA URL patterns cannot be modified as traditional URL patterns are in the Comscore dictionary

- When parent pattern is moved, FBIA patterns should be moved
- When parent pattern is modified, FBIA patterns should be modified
- When the parent pattern is deleted from the Dictionary, FBIA patterns should be deleted too

Example:

Parent Pattern: `MOVIE.YAPOON.COM.MX%` is modified to `FILM.YAPOON.COM.MX%`

Child Pattern: `MOVIE.YAPOON.COM.MX/%COMSCOREKW=%FBIA%` should be modified to `FILM.YAPOON.COM.MX/%COMSCOREKW=%FBIA%`

Entity Naming Conventions

In an effort to keep entity level comparisons of reported data consistent across entity hierarchies, a standard naming convention for reportable entities that explicitly report FBIA traffic is required. Since FBIA traffic should always be a subset of another entity in the Comscore dictionary, explicit FBIA traffic entities must use the following naming convention

[Parent Entity Name] – FBIA

The parent entity used should be the same entity corresponding to the URL pattern of the FBIA entity URL after the unique FBIA identification is removed. For example, when the identification of `comscorekw=fbia` or `sr=fbia` is used, then the URL on which the FBIA identifier is appended is the URL that should be used to determine the parent entity in the Comscore dictionary.

Sample Hierarchy
[P] MyProperty
    [M] MyMediaTitle1
        `%.mysite1.com%`
        [C] MyMediaTitle1 – FBIA
            `%.mysite1.com%comscorekw=%fbia%`
            `%.mysite1.com%sr=fbia%`

Because `%.mysite1.com%` is the pattern on which the unique FBIA identifier (i.e. `comscorekw=%fbia%` or `sr=fbia%`) was appended, the entity associated with %.mysite1.com% (MyMediaTitle1 in this case) is the parent entity that should be used in the explicit FBIA entity's name. The resulting entity name would therefore be either MyMediaTitle1 – Facebook Instant Articles or MyMediaTitle1 – FBIA according to the aforementioned naming convention.

The category of the explicit FBIA entity will be identical to its parent entity in the Comscore dictionary. The explicit FBIA entity will also always be a child of the parent entity and cannot be moved into other hierarchies. So if MyMediaTitle1 was in the News/Information category, MyMediaTitle1 – FBIA would also be in the News/Information category.

Only patterns explicitly associated with FBIA can exist as patterns for an entity that is explicitly FBIA in the Comscore dictionary. To explain, a pattern such as `%.mysite1.com%standardarticle%` cannot be a pattern under *MyMediaTitle1 – FBIA* unless that pattern corresponds to traffic that can only be attributed to FBIA (i.e. the only method a user could access content from that URL pattern is to tap open an FBIA and the user could not access any content from that URL pattern via a browser).

Comscore's entity branding rules do apply to for explicit FBIA entities, but the branding of the parent entity can be inherited by the explicit FBIA entity assuming the explicit FBIA entity conforms to the aforementioned naming and URL pattern conventions. As an example, branding identified from MyMediaTitle1 can be inherited by MyMediaTitle1 – FBIA if MyMediaTitle1 – FBIA only consists of URL patterns that are only accessible via FBIA and those URL patterns are children of the parent a URL pattern for MyMediaTitle1.

Measure Credit for FBIA Interaction

For Facebook Mobile App

Measure	Credited	Access Method
Unique Visitors	Yes	App
Page Views	No - PVs are browser only	Browser
Duration (Minutes)	Yes	App
Visits	No - Visits are browser only	Browser

For FBIA Publisher (when tagging via one of the FBIA tag implementations)

Measure	Credited	Access Method
Unique Visitors	Yes	Browser
Page Views	Yes	Browser
Duration (Minutes)	Yes	Browser
Visits	Yes	Browser

Potential Data Changes

Inorganic Data Changes

Prior to FBIA, accessing publisher content through the FB app involved using an embedded browser. Comscore only credits tagged traffic for embedded browsers. Therefore, publishers that have not previously tagged their native sites (i.e. desktop/mobile browser traffic is measured via panel only) have not been receiving credit for the embedded browser traffic generated when users open publisher articles from the FB app. Publishers that have previously tagged their native sites (i.e. desktop/mobile browser traffic is measured via panel and/or census) have already been receiving credit for the embedded browser traffic generated when users open publisher articles from the FB app.

FBIA tagging **could** facilitate an inorganic change in reported mobile browser traffic for a site that **is not already tagging** with Comscore.

Also publishing FBIA without implementing tagging via one of the previously described methods **could** facilitate an inorganic change in reported mobile browser traffic for a site that **is already tagging** with Comscore.

Organic Data Changes

FBIA was developed to improve the user experience in the FB app. Changes in the user experience may result in changes in interaction with publisher content on FB. Changes in interaction could facilitate organic changes in reported mobile browser traffic for any FBIA publisher regardless of whether they are tagging their native sites.