AAN	Publishers
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ONDERWERP	NOBO procedure and tagging instructions
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INTENTION: **NOBO procedure and tagging instructions**

Introduction

When a new publisher wants to participate in NOBO it is necessary to take care of several technical procedures in order to profit the most of NOBO. Some of these procedures also apply to new websites and apps of publishers that are already a participating in NOBO.

In this document these procedures are described.

Besides the procedure this document describes the information needed to implement the NOBO tags in apps and websites. A correct implementation of the NOBO tags is crucial to our system:

- As soon as they are implemented correctly, traffic on these websites and apps can be measured and reported;
- The tagging and the labels in the tagging are very important to report the reach and volume for sites and apps correctly and used as key variables in connecting the data in combining census and paneldata;
- Also the content of the NOBO labels that define names of brands, subbrands, publishers, saleshouses, content, etc, is shown directly into the NOBO output (f.e. all misspellings, misuse of capitals, are visible).

NOBO is using comScore tags with a standard structure and these tags need to be implemented in every page of the website and app.

Procedure

1. Announcement of a new publisher or website/app
When a new publisher wants to report websites and apps in NOBO an announcement should be made to NOBO (Martijn Brinkhoff: martijn@vinex.nl; 31622957219). The publisher will get support of the NOBO team for completion. The same applies to new websites and apps of publishers that are already a NOBO member.

2. The publisher receives a welcome package
New publishers receive a welcome package with several technical documents:

- vinex_labels_tagging_nobo-*20170410-v5*

  o This document is an overwiew of the labels that should be used in the tagging to collect all relevant data.

- Memo VINEX tagging details V3 20170412

  o This document describes more in detail the content of the labels as documented in "VINEX labels tagging nobo".

- Digital_Analytix_Content_Tagging_Guidelines-EU-scorecardresearch

  o This document describes more information about tagging content for measurement with Digital Analytics which is used by NOBO

3. Publisher implements tags

With the welcome package the publisher should be able to implement the NOBO tags that are crucial to collect all relevant data and to report the publishers websites and apps. Besides the welcome package the NOBO team can give support during the tagging process if needed.

4. Publisher checks if data are generated in comScore

As soon as the tags are implemented census data will be collected by comScore. These data can be viewed in a dashboard. Now the publisher can check if data of the publishers websites and apps are appearing in this dashboard.

5. Publisher checks if labels are correct
The publisher needs to tag websites and apps with the labels and values described in the documentation provided. When data are generated by comScore the publisher can check if all labels have been implemented according to the instructions.

6. Publisher checks volume
Once the labels have been implemented correctly the data will be shown in the comScore dashboard. The publisher can check if the volume (pageviews) gererated is as expected and more or less the same as the publisher measures with own web analytics.

7. Message to NOBO that the previous has been done
Once the tags have been implemented, the labels checked and the volume is as expected, the publisher notifies the NOBO team about this. Most of the work at the publishers side has been done at this stage.

8. NOBO checks census data and panel
To be sure NOBO will do some checks on the census data. But at this stage the main focus is on the NOBO panel. The publishers websites and apps should generate data in the NOBO panel as well. This is something NOBO takes care of.

9. Website and/or app builds history
After the previous has been done, the new website or app needs to be some time in the measurement in order to build historical data. These historical data are needed for the data integration and to calculate reach and collect profile data. Usually a period of 8 weeks is needed.

10. Website or app can be put on IN list and is published
As soon as enough historical data have been collected the website or app can be put on the IN list and will be shown in the output data of NOBO for publishers, media agencies and advertisers.

Tagging instructions app

NOBO tags need to be implemented in every page of websites and apps, except in cookie walls.

Integration comScore SDK
In order to let the measurement function correctly it is necessary to use the comScore SDK for every platform (iOS, Android, etc). The latest version of this SDK and all relevant documentation can be supplied by:

Menno Hagen of comScore: +33 (0) 1 79 97 03 80; mhagen@comscore.com.

C2 value, Publisher Secret and ns_site
When implementing the comScore tags several labels need to be filled in. Besides the NOBO labels it is important to pay attention to the c2 value, ns_site=total and the publisher secret.
The c2 value is the license ID.
The Publisher Secret (password) is unique.
It is important that the label ns_site is present in all measurements with the value "total".

Values of NOBO labels
Information about the meaning of the NOBO labels and values can be found in the document "vinex_tagging_nobo_20170410-v5.xlsx) and the document "memo_vinex_tagging_details-V3-2017-04-12.docs".
It is very important to follow the instructions carefully and precisely and to implement the values in the exact way as they are described because these values define how the publisher will be shown in the NOBO output data.

If it concerns apps that are already measured by NOBO the tagging of some labels need to be exactly the same. Otherwise the volumes will not be integrated correctly and titles would be presented as different brands in the output data.

Tags
It is important that on every page only one comScore tag will be activated with the NOBO labels. There is one exception. After the comScore SDK has been implemented in the app, the moment the app is started two comScore tags are activated. One with ns_ap_ev=start and one with ns_ap_ev=view. This is the only time two tags are active.

Label nb_idfa
To make a match in the measurement with a panel member it is necessary to use the ADID or the IDFA in the comScore tag. This is done by using the label nb_idfa. The ADID (Android) of IDFA (iOS) needs to be hashed with MD5 and truncated to 16 characters. If this isn't done correctly it will have impact on the reach and profile data. More information concerning this subject is described in the document "memo_vinex_tagging_details-V3-2017-04-12.docs".

Notifying the NOBO team
After the previous actions have been done the NOBO team can be notified. It is desirable to provide the NOBO team with a beta version of the app for doing the necessary checks on the correct implementation of the right labels and values and checks on panel data by Kantar – before the app is put in the store.

Tagging instructions websites

It is not needed to use an SDK for implementing the NOBO tags in websites. More information can be found in the document "Digital_Analytix_Content_Tagging_Guidelines-EU-scorecardresearch.pdf". It is advisable to read the guidelines carefully and follow the instructions.

Values of NOBO labels
Information about the meaning of the NOBO labels and values can be found in the document "vinex_tagging_nobo_20170410-v5.xlsx) and the document "memo_vinex_tagging_details-V3-2017-04-12.docs".

It is very important to follow the instructions carefully and precisely and to implement the values in the exact way as they are described because these values define how the publisher will be shown in the NOBO output data.

Also in websites there can be only one call per page to a NOBO tag.

NOBO tags need to be implemented in every page of websites and apps, except in cookie walls.

Notifying the NOBO team
After the tags have been implemented the NOBO team can be notified. The NOBO team will check if the tags are implemented correctly with the right labels and values.

Checks by publisher on generated volumes

It is possible to check if the volumes that are generated by comScore are as expected. This had to be done by the publisher itself by comparing the census volumes with other (internal) data sources, like Google Analytics.

A comScore dashboard is available for these checks: https://dax.comscore.eu/focus. Login and password can be requested at Menno Hagen: mhagen@comscore.com.

Questions
If you have questions related to this subject you can ask Martijn Brinkhoff (martijn@vinex.nl; +31 622957219)