

How BPA Worldwide Utilizes ObservePoint Tag Auditing Technology to Ensure Analytics Integrity

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PURPOSE

This case study is based on a relationship between [BPA Worldwide](#) and [ObservePoint](#), which improved the efficiency of the BPA Interactive audit. Since BPA's interactive audit process involves periodic testing of tag placement, ObservePoint's SiteAudit increased the capacity to test and provided greater flexibility with the timing of those tests.

BACKGROUND

BPA Worldwide, a not-for-profit audit organization in the Business of Providing Assurance (BPA) since 1931. Its legacy business is setting audience measurement standards for publications and newspapers, online media, and event attendance and then auditing to those standards. BPA Worldwide is the only global, not-for-profit auditor of print, on-line and in-person media. Now in its 81st year, BPA audits more than 2,600 media properties in more than 30 countries around the world with Libya, South Africa, Tanzania and Vietnam as its most recent additions. Full service offices are located in Beijing, Dubai, London, Montreal, Toronto, Shenzhen and headquarters in Shelton, Connecticut (nearby New York City).

BPA audits nearly 400 websites using a "tag neutral" approach, wherein they can work with several existing web analytics tags—including Google, Adobe (Omniture) SiteCatalyst and Nielsen—to measure and report web traffic.

All audited web data is accessible via BPA's online tool for audited site traffic. The free-access tool, available on the BPA website, includes six industry-standard metrics by month, including: page impressions, unique browsers, user sessions, unique browser frequency, user session duration and page duration.

The tool allows media buyers, advertisers, agencies and publishers to analyze BPA-audited traffic data in multiple ways. Search criteria can be set up by name of site, keyword or market category. In addition, all queries can be easily converted and opened or downloaded into an Excel format for a more user-friendly interface. Market categories are broken out by b-to-b (21 categories); consumer (nine categories); newspaper; and events. Users of the tool can also examine data from individual sites to analyze month-by-month traffic statistics for trending purposes.

ENGAGEMENT

In 2010, BPA added technology from ObservePoint, a provider of website tag auditing solutions, to further enhance BPA's Interactive audit services.

As a result of their engagement, part of the BPA Interactive audit process now involves verifying the integrity of tag placement. Using ObservePoint's server-side SiteAudit process systematically analyzes every page of a website to ensure java script tags are placed on each page properly, verify only one tag per analytics tool appears per page and detect those pages that are not tagged at all.

If websites contain pages that are untagged, the potential is there for media owners to considerably under-report the amount of traffic to their sites. Subsequently, under-reporting pages can lead to a site being credited by media buyers and advertisers with a lower-than-actual inventory count. ObservePoint technology allows BPA to uncover those pages that are not tagged and ensure sites are getting full credit in the eyes of online advertisers and media buyers.

The relationship with ObservePoint provided BPA with the ability to improve the efficiency of the existing BPA Interactive audit. Since BPA's audit process involves periodic testing of tag placement, ObservePoint's SiteAudit increased its capacity to test and provided greater flexibility with the timing of those tests.

With the implementation of tag audit technology, BPA's Interactive audit could now enforce standardization of tagging, metrics and verification process. As a result, all BPA Interactive audited sites compete on a level playing field.

ENGAGEMENT (Continued)

Upon first implementing the ObservePoint technology in September 2010, BPA found that 95% of the nearly 250 sites analyzed had not tagged every page based on audit results. Of those sites undergoing Interactive audit, on average more than 20% of all pages went without the crucial traffic tracking tags.

Less than a year later in July 2011, based on results from more than 900 Interactive audits, BPA found that 71% of sites analyzed had not tagged every page. For those sites, on average 11% of all pages went without the crucial traffic tracking tags.

According to an analysis in November 2012, using ObservePoint tag analysis software, the number of sites without tagged pages had *dropped to nearly zero percent*, with only four sites missing tags on some pages.

Why the momentous drop in untagged pages?

Using the results from each of ObservePoint's tag analyses, BPA staff was able to communicate with website owners and let them know exactly which pages were and were not tagged. Once the website owner made the updates, BPA re-ran the tag audit on the entire, usually resulting in a fully tagged site.

CONCLUSION

As the online marketplace becomes more and more competitive, those websites that are under-reporting traffic as a result of missing tags, could be leaving money on the table. It is critical that all pages carry a tag to record website analytics.

BPA Worldwide's Interactive Audit engagement, utilizing ObservePoint's server-side SiteAudit process, systematically analyzes every page of a website to ensure java script tags are placed on each page properly, verifies only one tag per analytics tool appears per page and detects those pages that are not tagged at all.

The addition of ObservePoint technology gave the auditor another service enhancement to meet the growing demands of its members. It also allowed BPA to add another level of verification to its website audit process, including:

- Early discovery of missing or misplaced tags
- Immediate correction of missing or misplaced tags
- Subsequent check to ensure the correction has been made

APPENDIX A

The following is an overview a BPA Worldwide Interactive audit.

HOW ARE BPA WORLDWIDE INTERACTIVE AUDITS PERFORMED?

Web sites contract with BPA for the traffic auditing service and have up to 12 months to begin the process. To start, BPA supplies page tagging software which a site applies following a simple set of instructions. Once tagged, pages will immediately generate traffic data which flows to a collector monitored by BPA.

With the onset of data, BPA auditors test for proper tagging placement and application of filters to exclude spider/robot and internal traffic. Following the testing, data is made publicly available through online reports which are nearly real time. Data is produced continually so report users can select specific time periods to review.

WHAT IS REPORTED?

- Executive Summary
- Page Impressions
- Unique Browsers
- User Sessions
- Unique Browser Frequency
- User Session Duration
- Page Duration
- Geographic Sources
- Referring Domains
- Referring URLs

WHAT IS AUDITED?

- Tag Placement
- Robot/Spider filters

BPA also offers customized reports/audits that provide deeper insights about your audience. These include the Integrated Media Report, which shows the full reach of all of a company's audited media, including print vehicles, events and electronic publications.

BPA INTERACTIVE IMPLEMENTATION OVERVIEW

Project Deliverables Schedule

In order to set up your BPA Interactive account and start to also report your web site's traffic data, the following list outlines the key steps, order, and responsibilities of deliverables by BPA Worldwide and the Member.

- **BPA Worldwide:**
 - Provide application for web site audit
- **Member:**
 - Sign membership application and return to BPA
 - Provide BPA a full list of Domains (to be tagged) & any sub-domains
 - Provide BPA a full list of the site's internal IP addresses (on application form)
 - Confirm if tag code for video streaming is also required
- **BPA Worldwide:**
 - Set up member's account
 - Email tagging code and instructions to Member
 - Provide a username and password to access the site's traffic data when it becomes available
- **Member:**
 - Apply tagging code to all pages of web site
 - Confirm with BPA implementation of tagging code on site
- **BPA Worldwide:**
 - Run code audit to identify any site pages missing tagging code
 - Alert member of any missed site tags

APPENDIX A (Continued)

- **Member:**
 - Tag any missing pages
 - Implement code on streaming video content (if applicable)
- **BPA Worldwide:**
 - Confirm member's site data to be collecting properly
- **Member**
 - Begin accessing web site traffic data
- **BPA Worldwide Servicing & Support:**
 - BPA will provide a Help Desk to support Member's technical and procedural questions

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has membership spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including business publications, consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.