

# COI audit presentation



21<sup>th</sup> January 2010

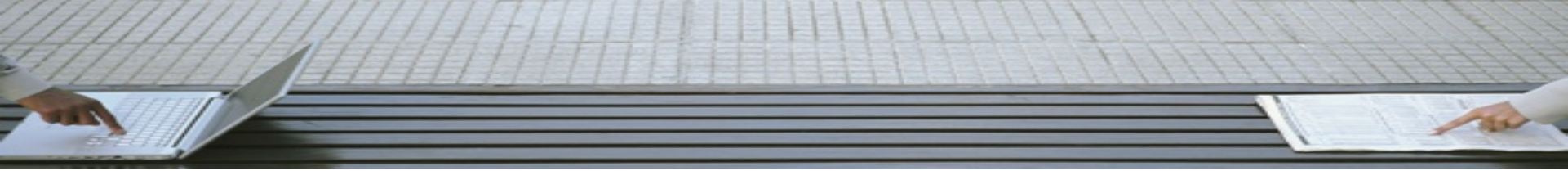




# What COI is doing with ABCe

- PAC recommendation to have reliable data on the cost, quality and usage of government sites
- All central government sites approved to continue are to be audited by ABCe
- This will provide a consistent, industry-agreed measure of activity
- Giving greater confidence in reporting

Providing accountability of the Government's  
investment in digital media



# Why are standards important?

Unique  
Browsers

Click Throughs

Visits

Sales

Visitors

PIMPS

Ad Imps

HITS

*Active Users*


Ad Clicks

TARTS

Users

*Registered Users*

*Sessions*



# Who says so?

## JICWEBS ([www.jicwebs.org](http://www.jicwebs.org))

Comprises seven key UK media industry bodies:



Association of Online Publishers (inc. the Periodical Publishers Association)



Internet Advertising Bureau



Institute of Practitioners in Advertising



IPA Digital - Digital Media Agencies of the IPA



Incorporated Society of British Advertisers (incl COI)



Newspaper Society



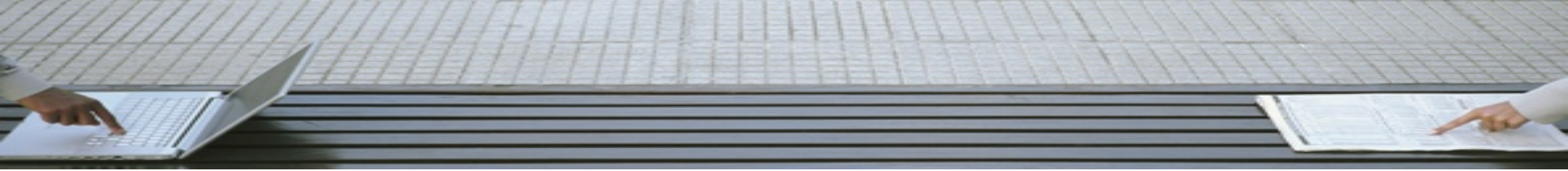
Newspaper Publishers Association



Industry agreed measurement

[www.abc.org.uk](http://www.abc.org.uk)



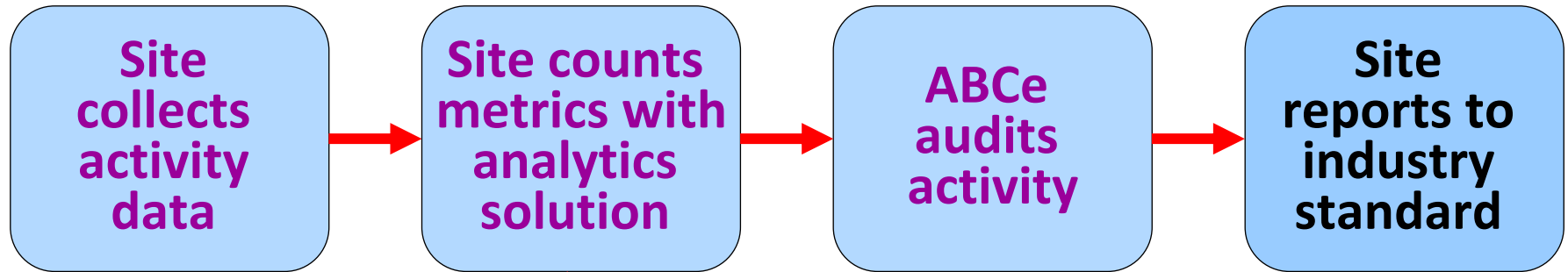


# Trust

- Industry-owned
- Independent
- Impartial
- Stamp of trust



# Where does ABCe fit in?



## 2-star Accredited Analytics Providers



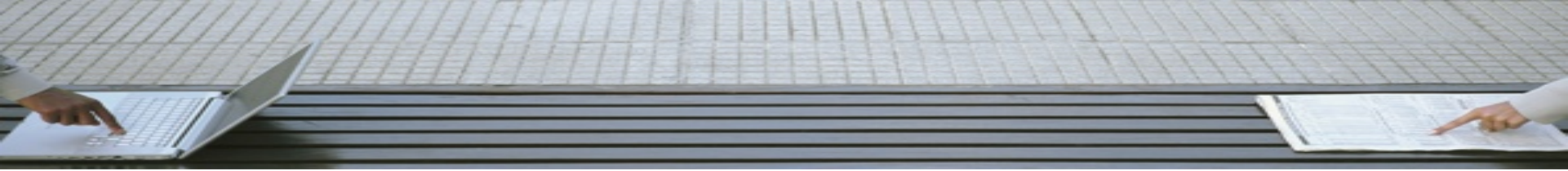
beyond web analytics



ABC

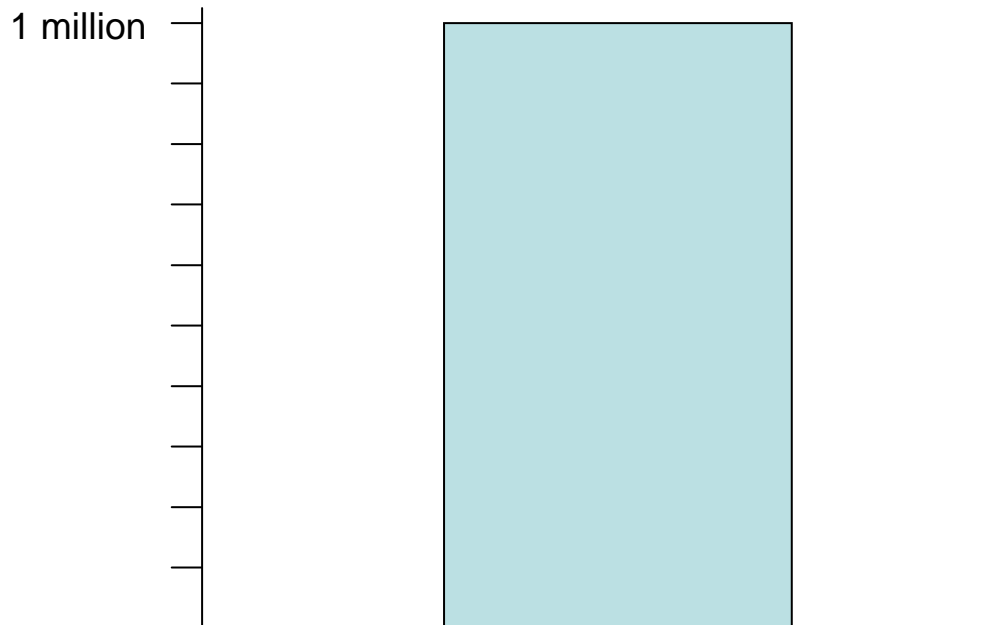
Industry agreed measurement  
[www.abc.org.uk](http://www.abc.org.uk)

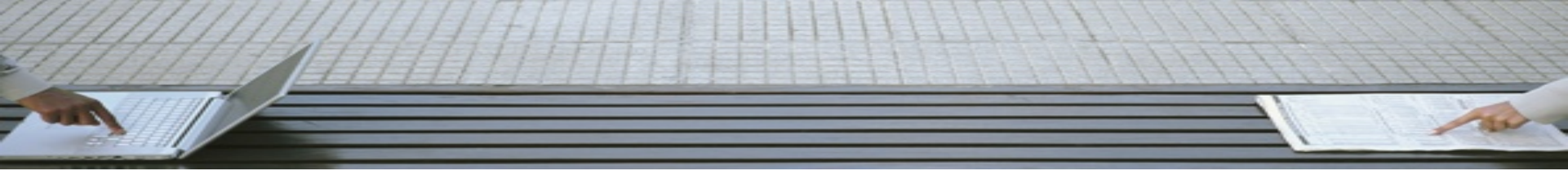
ABC  
ELECTRONIC



**10,000 click-throughs**  
**1 million Unique Browsers**

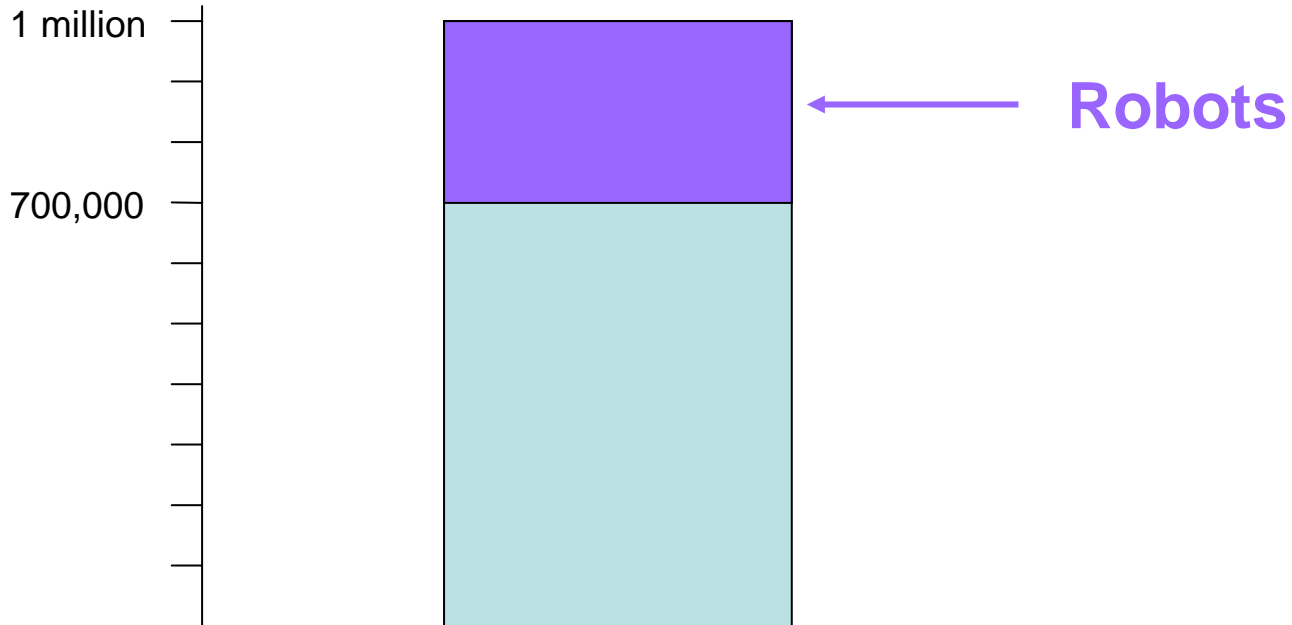
**CTR = 1%**

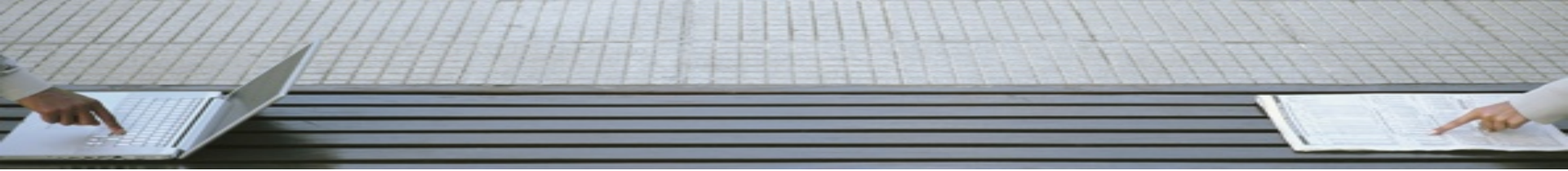




**10,000 click-throughs**  
**700,000 Unique Browsers**

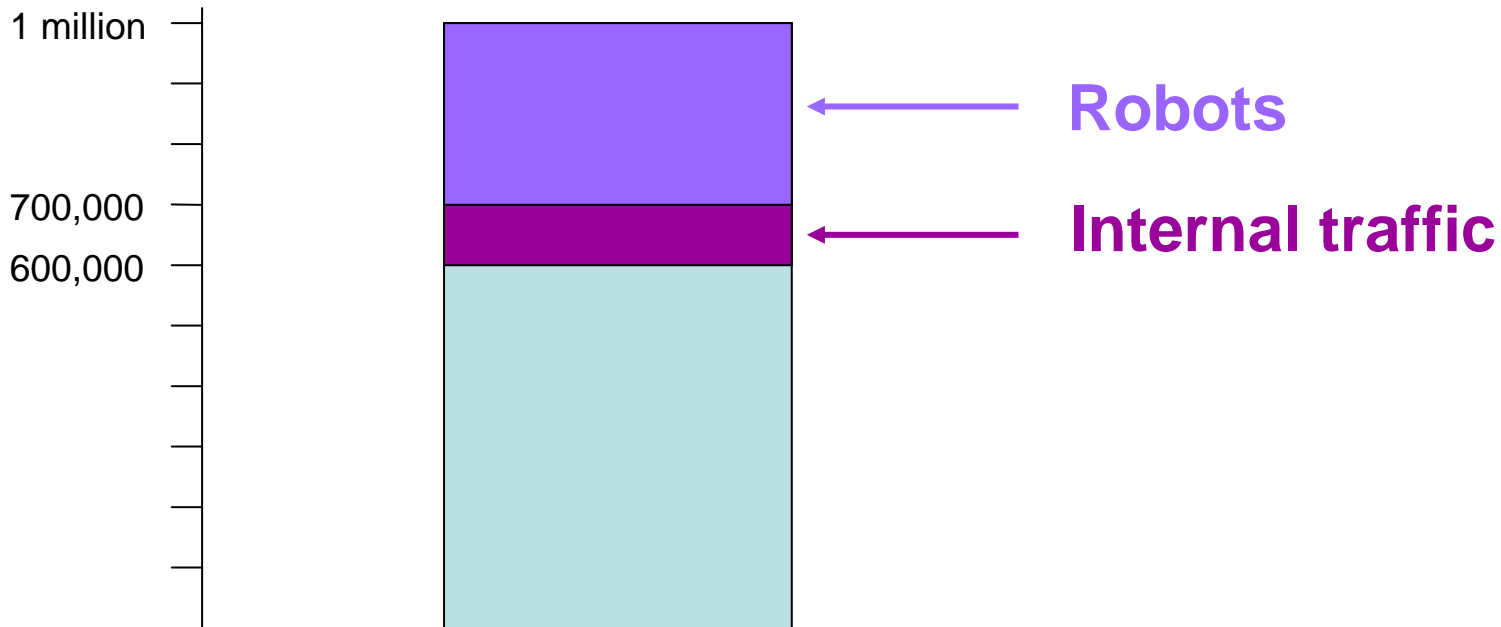
**CTR = 1.4%**

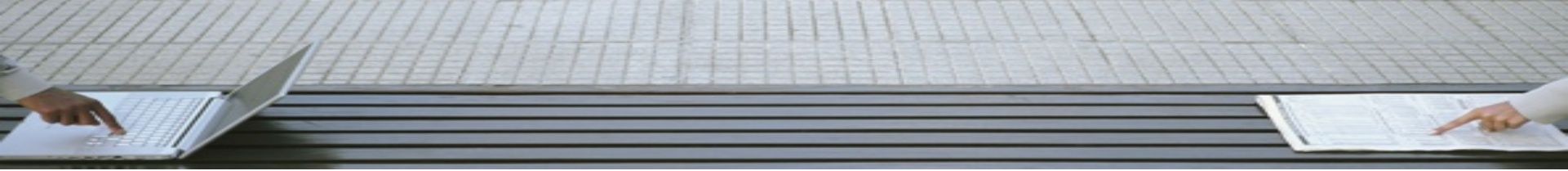




**10,000 click-throughs**  
**600,000 Unique Browsers**

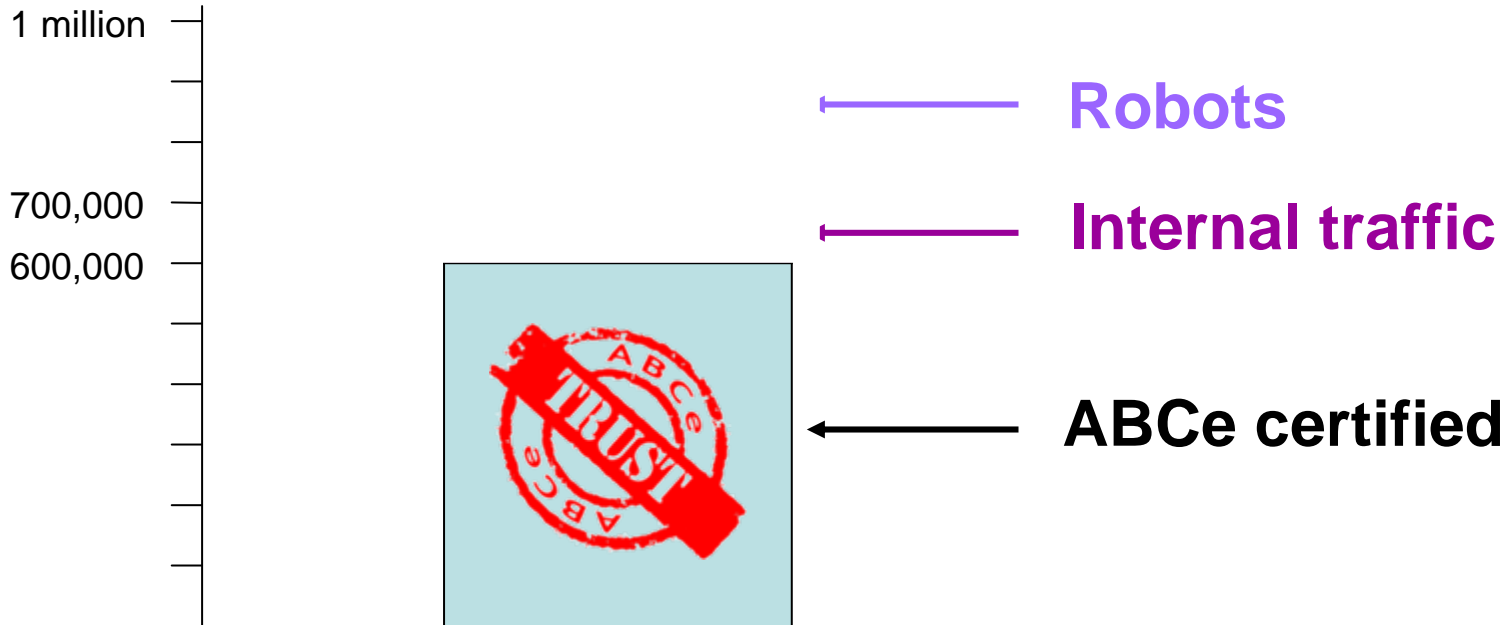
**CTR = 1.67%**

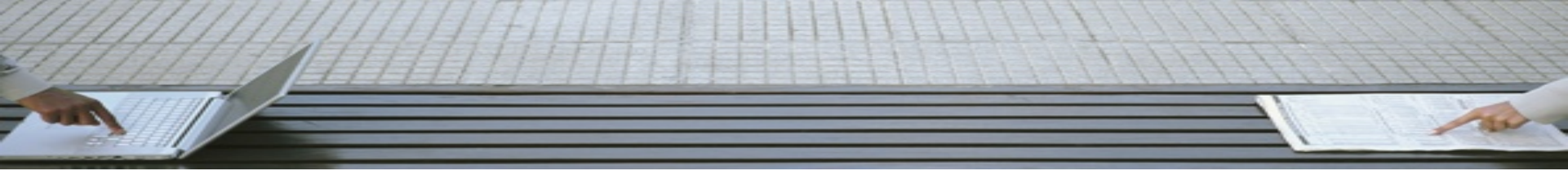




**10,000 click-throughs**  
**600,000 Unique Browsers**

**CTR = 1.67%**





Mandatory metric =

## **Unique Browsers**

(how many devices – *reach*)

Other key Govt metrics =

## **Visits**

(how often – *frequency*)

## **Visit Duration**

(how long – *engagement*)

## **Page Impressions**

(how busy – *volume*)

**excluding robots**

classically, up to 60% of non-audited “page impressions”



Some of ABCe's 200+ subscribers, representing thousands of domains





COI subscribers registered so far...



info4local.gov.uk

news and information from CENTRAL to LOCAL government



Industry agreed measurement  
www.abc.org.uk





# About the audit

- The Audit will verify the measurement of:
  - Unique Browsers
  - Page Impressions
  - Visits
  - Visit duration
- The “audit period” is defined as the agreed calendar month for which data is collected to be audited



# The audit process

- Websites will collect the data for the agreed month
  - Websites will submit
    - The collected data
    - Their filtering rules submission
    - Their claim (metric totals)
- to ABCe within 5 days from the end of the audit period
- ABCe will conduct the audit and (assuming the data is auditable) issue the final audit certificate to COI within 3 calendar months from the end of the audit period



# How to get ready for the Audit

- **Register for an audit**
  - Complete ABCe Registration form and return to COI
  - Sign and return cost estimate to COI
- **Before the audit month**
  - Inform your analytics provider, whether in-house or out-sourced, that you are getting an ABCe audit and let them know which month.
  - They need to:
    - **Submit a sample of data** (applicable to **all** non 2-star product audits) to verify format
    - Ensure data **continues to be logged compliantly** once approved
    - Ensure **the full extent** of the property you wish to count (domains, URLs etc.) is being logged
    - **Archive all the data** for the audit month



# How to get ready for the Audit

- **During the audit month**
  - Ensure that no major redevelopment work takes place
- **After the audit month**
  - Submit:
    - Claim form (metrics totals for month and daily breakdowns)
    - Filtering rules (List URLs/IP addresses excluded etc.)
    - Audit data (via SFTP or secure post directly to ABCe)
- **Certificate**
  - Submit:
    - A Media Owner's Statement (up to 150 words on the purpose of the website).
    - The site logo
    - Contact information to appear on certificate
- **Review the management report and approve the draft certificate**
  - Receive the final certificate and authorise payment.



# What does the audit cost?

The minimum cost per audit is **£2,040** subject to:

- the web analytics product used being a 2-star rated ABCe Associate analytics subscriber
- data being provided **in the correct format**
- data being delivered **on time**

## Notes

- *There is an additional fee of £150 for audits which do not use a 2-star rated ABCe Associate analytics product*
- *A further fee applies if you require ABCe to count your traffic from original (un-processed) web server log files*
- *The above figure includes a £200 discount for the first 100 registrations*
- *All costs exclude VAT*



# SLAs/Caveats

- The **COI** is responsible for central management of the audits
- A **single analytics product** must be used per audit
- The maximum data volume per audit is **50 million Page Impressions**
- The minimum fees are based on the website using a **2-star accredited analytics product**. Additional fees, as noted, apply for non 2-star products
- The website must supply a completed claim, data, and filtering rules **within 5 working days** from the end of the audit period



# SLAs/Caveats

- Data **must** be collected and presented to ABCe for auditing in the **correct format**
- All data submitted should **exclude** internal web development activity, performance monitoring and other types of non-human activity (e.g. Robots and spiders)
- Data must be **transferred securely** using the SFTP (secure File Transfer Protocol) unless otherwise agreed



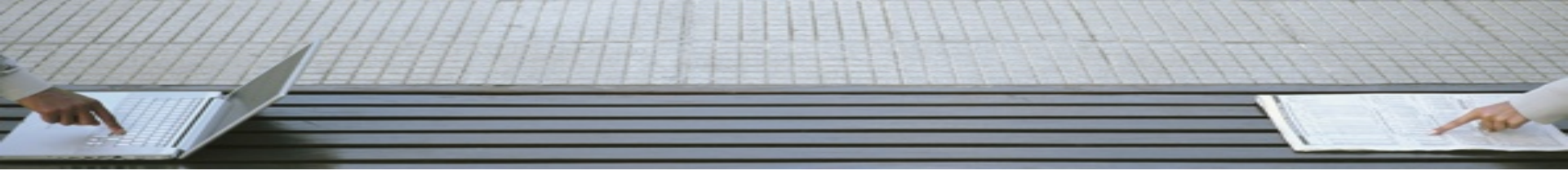
# Key learnings so far...

- **Technical knowledge & support**
  - Ensure your representative understands the audit process
  - Read the relevant parts of the TG116a document before starting
- **Working with an analytics provider or hosts**
  - Using a 2-star ABCe Associate product means **audit costs are lower**
  - Check that your provider:
    - is using an accredited version of the tool (WebTrends in particular)
    - is counting **all** the pages and domains you wish to include
    - can deliver data to you (or a third party)



# Key learnings (cont.)

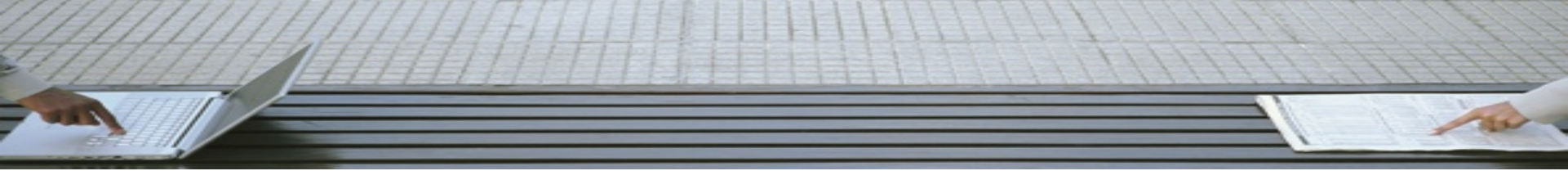
- **Quality of data provided**
  - Sample data must be provided for checking before the audit month for all audits not using a 2-star ABCe Associate product
  - Audit data, metric claims and a completed filtering rules form must be sent within 5 days of the end of the audit period



# FAQs



- *Why can't we just use our own figures?*
- *Why ABCe?*
- *We are using an ABCe accredited product so why do we need an audit?*
- *How often do I need to audit?*



# How to sign up

Fill in a Registration form today

Your COI contacts are

**Adam Bailin** or **Linda Morakinyo**,

at

the COI

[transformationalgovernment@coi.gsi.gov.uk](mailto:transformationalgovernment@coi.gsi.gov.uk)



Industry agreed measurement  
[www.abc.org.uk](http://www.abc.org.uk)

