



IAB Impression Exchange Standard v1.0 beta Functional Requirements

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IAB Impression Exchange Standard v1.0: Functional Requirements

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IAB Contact Information:

Jeremy Fain
Vice President of Industry Services, IAB
212-380-4724
jeremy@iab.net

Description of Problem

Publishers and Third Party Ad Servers (TPAS) manage campaign data in different ways. This can result in a mismatching of aggregated line items between the TPAS and the publisher. During the course of a discrepancy resolution, this mismatch can make it impossible to reconcile which publisher placement experienced what portion of the discrepancy.

Furthermore, publishers must manually retrieve 3rd party data in order to compare it with internal numbers. The extra time spent retrieving data deters publishers from doing regular comparisons of their numbers to those of the TPAS. This leads to the perpetuation of discrepancies, sometimes to the end of the billing period, that could otherwise have been resolved very easily had the 3rd party reports been readily available for publishers.

This standard identifies the minimum functional requirements necessary for an automated exchange of 3rd party data that will allow publishers to identify and compare line items in their system with the TPAS Reports.

Goal

Allow publishers to receive automated 3rd party delivery reports on a daily basis that enable easy integration with publisher systems for comparison with their line items.

Scope

Version 1.0 beta will focus on one-way reporting: from the agency system to the publisher. The TPAS will leave a placeholder for the publisher to then define an ID and insert it into the tag. When a request goes from the publisher to the TPAS for the ad, it will be read and recorded by that TPAS. The reporting will then be built from these records.

Timeline

Q3 of 2009 for beta release where beta partners will work together to implement and test the first version of the solution

Workflow Description

1. Agency sends 3rd party tags to Publisher.
2. Publisher inserts the unique identifier at any point prior to request to 3rd party.
3. TPAS records ID (relates it to tag).
4. Publisher gets the aggregated data daily.

Functional Requirements

1. Unique identifier will be added by publisher to ad tag code before request to 3rd party.
 - a. Consists of 17 alpha-numeric characters maximum including the characters "-" and "_"
 - b. [UPDATED SEPTEMBER 2009] Name-value pair will be labeled "pc". Be aware that some vendors may follow "pc" with an "=" or a "." depending on system requirements (e.g. "pc=12cb390dsav32" or "pc.9201fdsav93205r32")
2. Each of the following will be included in the reporting and will be able to be aggregated at the day level:
 - a. Date
 - b. TPAS Placement (ad tag or other string)
 - c. Unique Identifier
 - d. Clicks

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- e. Impressions
3. Report will be in standard format (Common Separated Value) across all TPAS. The columns will be in the following order with the following column names
 - a. date [formatted as yyyy-mm-dd]
 - b. placement
 - c. id
 - d. clicks
 - e. impressions
4. Request for data can be for multiple days, but data broken out by day.
5. Publishers can request two levels of reports:
 - a. Tag or ID specific
 - b. All tags for a login
 - i. If universal login exists, all tags available across all advertisers are delivered
6. Web-based API recommended as delivery mechanism for report
7. Eastern Time will be standard time set. All reports will be generated based on 12:00 AM EST for start and end of day in order for numbers to synchronize.

Open Issues

- Technical specification for where unique identifier is inserted in ad code.
 - Beta partners will work together to develop a standard implementation.
- No standard technical specification for API has been developed