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# Dealing with Discrepancies:

## An Impression Exchange Solution

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# Discrepancy Detection Is Essential

- From the beginning, Ad Ops Council knew automating impression feeds between publishers and third-party was the key to discrepancy detection and resolution
- Discrepancies are usually detected at the invoice stage
  - Need to be detected in-campaign
- Pulling reports from Third-Party systems is hard
  - Logins are not always given
  - Reports have to be run one at a time
  - Manual comparison not even possible in some cases
- IAB/AAAA Reinvention Taskforce, created by agency and publisher C-level leadership identified impression exchange as a top priority

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# The Impression Exchange Initiative

- **Project Goal:** Develop an automated feed between publishers and third-party ad-servers in order to detect discrepancies in near-real-time
  - Must be able to create a one-to-one relationship between publisher placements and third-party ad tags
  - Must be aggregated on a daily basis at minimum
- **Phase 1:** Implement solution for getting data out of third-party systems in an aggregate form
- **Phase 2:** Automating the third-party reporting as a true data feed and integrating directly into publisher systems

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# IAB Ad Ops Council Solution

- Publisher will insert a unique identifier into third-party ad-tag before request
  - 17-character maximum alphanumeric string, including “-” or “\_”
  - String can be anything, should probably be unique line-item system ID
  - Insertion of string will most likely need to be automated to be scalable
- Third-party system will record identifier when each ad-tag request is made
  - Ensures one-to-one relationship between placement and record in third-party system
- Report will include the following, aggregated by day, per unique identifier:
  - Date
  - Unique Identifier
  - Third-party ad-tag
  - Impressions
  - Clicks
- Request for data can be for multiple days, but data broken out by day
- Report format will be standard across all ad servers
  - Format still to be decided

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# Open Items

- Agencies must still manually approve the availability of the data
- More discussion must be done on re-statements of numbers and how this may affect billing issues
- Report format still has to be finalized

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# Q&A on Solution

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## Phase 3: Possibilities

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**Thank You**