

Audio Attribution Glossary

SET-UP

Ad Campaign Placements	<ul style="list-style-type: none">• Ad Campaign Placements: Also known as a “pixel”, this is a tracking URL utilized to pass back an IP address exposed to a dynamically served ad.• Prefix URL: A URL generated and placed before (prepended) a podcast’s RSS feed utilized to pass back an IP address that listened to or downloaded a podcast.
Web Tracking Code	<ul style="list-style-type: none">• Javascript Tags: A JavaScript tag placed on a brand’s website utilized to pass back the IP address that conducted a desired action. Metadata about the tracking action can also be passed back via this tag.• HTML Tags: An HTML image tag is placed on the brand’s website to pass back the IP address that conducted a desired action. This is more limiting than the Javascript tags and cannot pass back as much metadata.
Campaign Settings	<ul style="list-style-type: none">• Campaign Start Date: The first date of the first impression. This date is client configured.• Campaign End Date: The last date of the last impression. This date is client configured.• Attribution Window: Also referred to as the “lookback window”, this is the timeframe in which a user may receive an ad and then take an action to be counted as a conversion.• Success Metric: The primary action utilized to calculate the top line conversions, conversion rate, and ROAS of the campaign.• CPM: Cost per Mille. This acronym refers to the cost per thousand impressions placed.• Advanced Spend Configuration: This dropdown allows users to configure a unique CPM per Ad Placement.• Conversion Values: The monetary value of each conversion action. This value is client configured and is used for the ROAS calculation.

REPORTING

Campaign Lifetime Performance: <i>Metrics calculated within the defined Campaign Start and Campaign End Dates</i>	<ul style="list-style-type: none">• Recorded Impressions: The total times an ad placement or prefix URL was fired. This is before any processing of impressions.• Attributable Impressions: The number of impressions after we apply Veritonic filtering methodology that removes bots, privacy-masked IPs (e.g. VPNs, Tor, Apple Relay, data centers, etc.).• Reach: Count of unique users (households or IPs) from “Attributable Impressions” that triggered a placement or prefix URL firing.• Frequency: The number of “Attributable Impressions” divided by the “Reach.” This shows approximately how many times an attributable user (household or IP) was exposed to the ad.• Conversions: The number of users who have been exposed to your ad and then taken a website action within the attribution window. The “Conversions” reported under Campaign Lifetime Performance are based on the success metric and the attribution window defined in Campaign Settings.• Conversion Rate: Conversions divided by reach.• Return on Ad Spend: Revenue (success metric value * conversions) / spend (CPM * impressions) x 100.
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CONVERSIONS TAB

Placement	The Ad Placement (pixel) or identified episode through a Prefix URL
Attributable Impressions	The number of impressions after we apply Veritonic filtering methodology that removes bots, privacy-masked IPs (e.g. VPNs, Tor, Apple Relay, data centers, etc.).
Attribution Reach	The number of unique users (households and unmatched IPs) tied to conversions that were generated during the selected time period.
Unique Conversion Rate	The number of Unique Conversions divided by Attribution Reach.
Unique Conversion Count	The number of conversion actions by unique households/unmatched IPs at the selected dimensional level
Total Success Actions	The total number of times a placed tracking code action was triggered by users (households and unmatched IPs) that were also exposed to an ad within the attribution window.
Page View	Actions or Conversions triggered through the placement of the age View web tracking code during the selected time period.
Product View	Actions or Conversions triggered through the placement of the Product View Actions web tracking code during the selected time period.
Lead	Actions or Conversions triggered through the placement of the Lead Actions web tracking code during the selected time period.
Add to Cart	Actions or Conversions triggered through the placement of the Add to Cart Actions web tracking code during the selected time period.
Checkout	Actions or Conversions triggered through the placement of the Checkout Actions web tracking code during the selected time period.
Purchase	Actions or Conversions triggered through the placement of the Purchase Actions web tracking code during the selected time period.

AD IMPRESSIONS TAB

Publisher	The publisher or ad server that an ad is being placed through.
Placement	The ad placement (pixel) set up and named under each Publisher
Recorded Impressions	The total times an ad placement or prefix URL was fired during the selected time period. This is before any processing of impressions.
Spend	The amount spent on "Recorded Impressions" (client-configured CPM multiplied by "Recorded Impression" / 1000).
Bots	The number of impressions tied to bot traffic.
Privacy-Masked	The number of impressions tied to privacy masking (e.g. VPN, Tor, Apple Relay, etc.)
Reach	Count of unique users (households or IPs) from "Attributable Impressions" that triggered a placement or prefix URL firing
Frequency	The number of "Attributable Impressions" divided by the "Reach." This shows approximately how many times an attributable user (household or IP) was exposed to the ad.

TRACKING ACTIONS TAB

Note that tracking actions refer to all activity generated by web tracking codes. This is not the same as conversions.

Available Dimensions	<ul style="list-style-type: none">• Date: The date on which the tracking actions occurred; selecting this enables a view of tracking actions volume by day.• Page URL (Only for Javascript Tags): the page url on which the tracking actions occurred; selecting this enables a view of tracking actions volume on each page where the tracking code is placed. Note that this is only possible for Javascript web tracking codes.• Device Platform (Only for Javascript Tags): The device on which the tracking action was taken; selecting this enables a view of tracking actions volume by device type (e.g. IOS, Android, Mac, etc.). Note that this is only possible for Javascript web tracking codes.
Unique Visitors	Count of unique users (households and unmatched IPs) that triggered any tagged tracking action.
Default Success Metrics: <i>Below are the standard success metrics. Custom / user-defined success metrics are available upon request.</i>	<ul style="list-style-type: none">• View: Count of all page views triggered by the placed Page View web tracking code on the brand's website. If the Page View code was placed on multiple pages, this count will represent an aggregate of activity on all pages.• Cart: Count of actions detected by all placed Add to Cart Actions web tracking code(s).• Checkout: Count of actions detected by all placed Checkout Actions web tracking code(s).• Lead: Count of actions detected by all placed Lead Actions web tracking code(s).• Product: Count of actions detected by all placed Product View Actions web tracking code(s).• Purchase: Count of actions detected by all placed Purchase Actions web tracking code(s).
Incremental Lift	The incremental conversions driven by the exposed group over an identified baseline control group

OTHER TERMS

Pixel	Often an interchanged word within the industry, a pixel can refer to a generated URL to track an ad impression OR a piece of code placed on a brand's website. Veritonic utilizes the term when referring to an Ad Placement.
DAI or Dynamic Ad Insertion	When an ad is served through an ad server and is inserted within the content on demand.
Baked-In or Embedded Ad	When an ad is a part of the podcast content and lives within the media file for its lifetime.
Ad Server or Hosting Platform	These are platforms that allow advertisers and publishers to optimize, manage and distribute ads across a multitude of channels.
RSS Feed	an RSS feed provides the latest information about published episodes and metadata for a podcast. This includes the media links for each episode, episode title, and podcast publisher information. Podcast services use this feed to ingest the latest episodes and show information for playback."

For questions or more information, [contact us at marketing@veritonic.com](mailto:marketing@veritonic.com)



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