

comScore®

# Digital Analytix®

**Digital Media Measurement**

**Tracking Key Values**

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**FOR FURTHER INFORMATION,  
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## Purpose

The purpose of this document is to outline the Digital Analytix tracking code and the key pieces of information that will need to be sent to comScore for each Canada Media Fund project. The means for sending this information will vary and documentation outlining these different deployment options will be shared with each project separately.

## comScore Measurement code

Canada Media Fund projects will send data to comScore through various means, depending on the type of project. The following pieces of information will be added to the measurement URL as name value pairs, referred to in this document and the Digital Analytix interface as “labels”.

### comScore Required Labels

Though the tagging means and structure will vary with each project, there are common pieces of information which must be included in each measurement call

#### c2

The most important label that needs to be set with all measurement calls is the ‘c2’ label, which lists the Canada Media Fund corporate ID within comScore’s reporting structure. If this label is not included in the measurement call, then the measurement call will not be recorded. The Canada Media Fund number is: 14990625

#### Example

```
C2=14990625
```

#### name

Every measurement call needs to include the ‘name’ label. The name will represent the page name for a page load, or an event name for a tracked action. Page name tracking is typically one of the more difficult items for a development team to properly deploy, however it is one of the most important items in the deployment.

#### *The Three L’s of Good Page Naming*

The following three L’s will help you formulate successful ‘name’ values:

- **Location**- The ‘name’ should represent where the particular page resides within the site. A best practice for representing this information is to include the site hierarchy (or site directory structure) within the ‘name’ value.
- **Lucidity**- Each page should be lucid, easily identifying the page for all end users.
- **Length**- Keep the name as short as possible, making it easier to process when viewing these values in the Digital Analytix interface.

#### *The ‘name’ Value Structure*

The name label should be a period delimited list of the application number + site hierarchy + page type + (action – if an event)

```
<app ID>.<site section>.<site subsection 1>.<site subsection 2>.<page type>
```

#### Example (page view):

```
name=123456.website.section_one.content
```

#### Example (on page action)

```
name=123456.website.section_one.content.whitepaper_download
```

## Canada Media Fund Required Labels

### Application Number

The application number will be tracked within the Digital Analytix interface via the 'ns\_site' label.

#### Example

```
ns_site=123456
```

### Principal Content Type

The principal content type will be tracked via the 'pctype' label.

#### Example

```
pctype=website
```

### Classifications

Project classifications are broken down into three sections:

- First Level: CMF Typologies
- Second Level: Delivery Method
- Third Level: Content Type

#### *First Level: CMF Typologies*

The first classification level is provided by CMF typologies and is represented within the comScore measurement code via the 'class1' label. Example values for this classification are: stream, genre, and language.

#### Example

```
class1=stream
```

#### *Second Level: Delivery Method*

The second classification level represents the delivery method and this value is represented within the comScore measurement code via the 'class2' label. Example values for this label are: website, application, physical support, downloadable, and streaming.

#### Example

```
class2=application
```

#### Third Level: Content Type

The third classification level represents the content type and this value is represented within the comScore measurement code via the 'class3' label. Example values for this label are: video, rich interactive media, game, ebook, and social media.

#### Example

```
class3=video
```

### Downloads

When a visitor downloads an item, this item needs to be tracked via the 'download' label and the 'ns\_type=hidden' label needs to be included in the measurement call (more on the 'ns\_type=hidden' label in the Non-PageView Measurements section of this document). The name for the download needs to clearly represent each particular download.

#### Example

```
download=cmf.digital_media_performance_measurement_framework
```

## User Actions

User actions will be tracked via the 'useraction' label. If these actions are intra-page actions, the 'ns\_type=hidden' label will need to be included in the measurement call (more on the 'ns\_type=hidden' label in the Non-PageView Measurements section of this document).

### Example

```
useraction=game.start&ns_type=hidden
```

## Additional Code Notes

### Non-PageView Measurements

When a measurement call is sent to comScore for a non page view call (for an event that occurs within a page or application) these calls need to include a special label. The special label and value are 'ns\_type=hidden'. This will track the measurement, but will not increment the overall site or app page view totals.

### Example

```
ns_type=hidden
```

### c1 Label

This value will often be set automatically (within the SDKs – set to '19') or included within the delivered measurement code (JavaScript – set to '2'). It is important that these values remain intact. If no c1 label is set, add this with a value of '2'.

### Example

```
c1=2
```

### Best Practices for Label Values

- All label values should be lowercase.
- Spaces should be represented via underscores.
- Periods are the preferred delimiter.
- Supported Label Values –  
Characters:0123456789abcdefghijklmnopqrstuvwxyza-zABCDEFGHIJKLMNOPQRSTUVWXYZ-.\_+ (space)

## Validating the Measurement Code

The measurement code will write an image request which is sent off to the b.scorecardresearch.com data collection servers (via Akamai). These requests can be monitored via a packet sniffer. You can view these requests in order to validate that the correct data is being fired off. The following is an example of such a call:

### Example

```
http://b.scorecardresearch.com/p?c1=2&c2=14990625&name=123456.website.section_one.content&ns_site=123456&pctype=website&class1=stream&class2=application&class3=video
```

## Quick List of Labels and Explanations

Label Name	What it Represents	Explained	When Set	Example
<b>c1</b>	Beacon Type	comScore measurement call type	Every measurement call	c1=2
<b>c2</b>	comScore Account Number	This label will always be set to 14990625	Every measurement call	c2=14990625
<b>name</b>	Page Name/Event Name	This represents the page loaded or the event which is occurring	Every measurement call	name=123456.website.section_one.content
<b>ns_type</b>	Non-PageView calls	This label is utilized for non-page view measurements	For non-pageview calls	ns_type=hidden
<b>ns_site</b>	Application Number	This value represents the application number assigned by CMF	Every measurement call	ns_site=123456
<b>pctype</b>	Principal Content Type	This value represents the principal content type for the project	Every measurement call	pctype=website
<b>class1</b>	Project Classification - First Level	This level is provided by the CMF typologies	Every measurement call	class1=stream
<b>class2</b>	Project Classification - Second Level	This is the delivery method	Every measurement call	class2=application
<b>class3</b>	Project Classification - Third Level	This is the content type	Every measurement call	class3=video
<b>download</b>	Downloaded Items	This represents the piece that has been downloaded.	For download clicks	download=whitepaper.title
<b>useraction</b>	User Actions	This represents important actions that are completed by a visitor	When user actions occur	useraction=game.start