December 2016

ABC Web Traffic and Email Distribution Reporting Standards

Changes have been agreed to the ABC Web Traffic and Email Distribution Reporting Standards. We have updated the latest Reporting Standards to incorporate these changes and you can now view or download these from our Standards website www.abcstandards.org.uk.

Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager.

Contents

1. **Web Traffic and Email Distribution: Frequency of Reporting**
   Registered products must be certified at least every 12 months.

2. **Web Traffic: Weekly Unique Browser reporting (optional)**
   If you report this optional metric you may vary the designated reporting week from the default (Monday to Sunday) with ABC's agreement. For example Sunday to Saturday.

3. **Web Traffic: Device-type reporting (optional)**
   If you choose to report this optional breakout there is now greater flexibility with an 'other' category and the ability for more detailed breakouts within the top-level categories.

1. Web Traffic and Email Distribution: Frequency of Reporting

In other areas of ABC certification, such as print, members have to regularly report data. The email and web traffic standards have historically not included this requirement.

To introduce an element of continuous reporting this change requires that for online or email products to remain publicly registered with ABC they must be certified at least once every 12 months.

Amendment - Add shaded text as shown:

WEB TRAFFIC

B – REPORTED DATA [extract]

B1. You must report traffic for a defined Reporting Period

    a) You will report traffic generated in a defined Reporting Period.

    b) The Reporting Period must be a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).

    c) You must report traffic for certification at least once a year, as follows:

        i) Within 12 months of registering with ABC

        ii) Subsequent certificates must have Reporting Period end dates that are within 12 months of each other. *For example: a certificate for November 2016 must be followed by a certificate ending no later than November 2017.*

EMAIL DISTRIBUTION

B – REPORTED DATA [extract]

B1. You must report email distribution for a defined Reporting Period

    a) The Reporting Period may be either:

        i) In the case of a single mailing the date(s) on which the mailing was sent; or.

        ii) A whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).

    b) You must report email distribution for certification at least once a year, as follows:

        i) Within 12 months of registering with ABC

        ii) Subsequent certificates must have Reporting Period end dates that are within 12 months of each other. *For example: a certificate for November 2016 must be followed by a certificate ending no later than November 2017.*

2.   Weekly Unique Browser reporting (optional)

The rules currently allow the optional reporting of Weekly Unique Browsers with the following conditions.

- The weeks reported are on a Monday to Sunday basis
- The average of the weekly figures across the period must be included

As some analytics provider's generic reports may be based on different weeks (e.g. Sunday to Saturday) considerable time and resource can be required to rework the data to match the ABC Monday to Sunday week.

This change allows the basis of the weeks reported to be varied, with ABC's agreement.

The effect on the average weekly Unique Browser figure across the period is likely to be negligible and the exact dates reported will be clearly stated on the certificate.

Amendment
Add shaded text and remove struck-through text as shown below. Move from Appendix 2.1 Unique Browser guidance to Appendix 1.1 Unique Browser definition.

Appendix 1 – Unique Browser Definition [extract]

Unique Browsers – periods other than Daily
You may report Unique Browsers for a period other than daily (*For example: Weekly Unique Browsers (Monday to Sunday) – de-duplicated by Unique Browser within each week or Monthly Unique Browsers – de-duplicated by Unique Browser within each month*) providing you show the average of these for the Reporting Period. Note: Unique Browsers will be de-duplicated within the period of reporting.

For example: For Monthly Unique Browsers you must include the monthly average (derived) which is the sum of each calendar month's de-duplicated traffic, divided by the number of months.

For example: For Weekly Unique Browsers you must include the weekly average (derived) which is the sum of each week's (Monday-Sunday) de-duplicated traffic, divided by the number of weeks.

When reporting Weekly Unique Browsers:

- The default week for ABC reporting purposes is Monday to Sunday. However this may be varied with ABC's agreement.
- Only whole weeks (Monday to Sunday) within the Reporting Period may be reported, unless traffic is certified on a continuous basis (i.e. no gap in certification). In this case, some weeks reported may include days outside a nominal calendar month.

3.   Web Traffic: Device Type Reporting (optional)

The current rule that allows an optional breakout by device type stipulates four set categories.

To allow greater flexibility this change retains the top level of set classifications for comparability but with the following changes:

- The category 'Console/TV' changes to 'Other e.g. Console/TV'

- Allows optional sub-breakouts within the top-level categories.

Amendment
Add shaded text

B – REPORTED DATA [extract]

B4.   You may report analyses or breakouts of metrics [extract]

…

    b)   You may additionally report an analysis or breakout of a metric total into one or more of the following device types:

        i)   Computer

        ii)   Tablet

        iii)   Smartphone

        iv)   Other. E.g. Console/TV

        You may report further analyses or breakouts within each of the above categories. *For example screen size, product type.* Reported descriptions must reasonably reflect the devices grouped under each heading.