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## ABC Reporting Standards changes

This document details changes that have been agreed for the Web/App Activity Standards. You can view the updated ABC Reporting Standards on our [website](#).

### Website/App Activity

We've overhauled the Standards to provide a more flexible and cost-effective method of reporting Web and App activity. This includes a change in the mandatory metric, the ability to report multiple websites on a single certificate and a greater focus at audit on the analytics solution used to report data.

The Standards have been rewritten for clarity and simplicity. The key changes are:

- a. The mandatory metric becomes Average Monthly Unique Users (replacing Average Daily Unique Browsers) in order to align with terminology and time period in common use in the sector.
- b. You may choose to report 'Registered Unique Users' or 'Paid Unique Users' in place of 'Unique Users' if this suits your business model.
- c. The need to necessarily audit to log file level is removed where a straightforward claim and the analytics tool allows.
  - In this case our audit will focus on the analytics tool's configuration and implementation.
  - A more complex claim or set up will require additional audit work as we assess appropriate. *For example multiple domains/websites or more complex metrics (such as paid users, page impressions) will require additional evidence such as log file data.*
  - The aim is to audit to the appropriate level while still delivering a robust approach. This will be discussed with you upon enquiry.

- d. You may include two or more websites/apps on a single certificate (these can be from different brands). They will be listed individually with a figure for each. *For example:*

<i>Website/App</i>	<i>Average Monthly Unique Users</i>
<i>Anytownpost.co.uk</i>	<i>8,000</i>
<i>Othertowngazette.co.uk</i>	<i>6,000</i>
<i>Anothercity.co.uk</i>	<i>12,000</i>

If you wish, and are technically able, you may opt to report a de-duplicated Unique User total across the reported Websites/Apps. *For example*

<i>Website/App</i>	<i>Traffic Sources</i>	<i>Average Monthly Unique Users</i>
<i>Anytown</i>	<i>Anytown.co.uk</i> <i>jobs.anytown.co.uk</i>	<i>20,000</i>

Aggregated totals across a number of websites/apps may be reported via a separate Brand Report or Group Report.

The new Website/App Activity Standards, together with the separate appendices for less commonly-used metric definitions can be found [here](#).