

Reporting Standards

Website/App Activity Metrics

Appendix 2 - Other metrics



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trust in media

APPENDIX 2: OTHER METRICS

This document contains metrics for Website/App activity that are less commonly used.

The key metrics for Website/App activity, including AV and Ad metrics are published in a separate document, Appendix 1, available on our website.

If you would like to discuss reporting these metrics or enquire about the other key metrics available please contact the ABC Client Services team on 01442 870 800 or let us know via info@abc.org.uk.

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APPENDIX 2: OTHER METRICS

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APPENDIX 2: OTHER METRICS

1.1 User/Visit metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|-------------------|------------------------------------|---|
| Web, Frequency | Unique User Duration | The total time in seconds for all Visits of two or more Page Impressions, divided by the number of Unique Users making such Visits. Guidance available |
| Web, Frequency | Visit Duration | The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions. Guidance available |
| Web, Reach | Mobile Unique User | A Unique User that has requested a Mobile Format Impression. |
| Web, Reach | Search Unique User | A Unique User that has made at least one Search. |
| Web, Reach | Repeat Visit Unique Browser | A Unique User that has made more than one Visit (expressed as a % of total Unique Users). |
| Web, Reach | Single Visit Unique User | A Unique User that has made only a single Visit (expressed as a % of total Unique Users). |

1.2 User/Visit metrics - Guidance

| Metric Name | Explanatory Notes |
|-----------------------------|--|
| Unique User Duration | <p>In order to measure Unique User Duration, a first and last Page Impression record (or other auditable logged event) must exist for each Visit. Therefore, Unique Users only making Visits consisting of only one Page Impression are excluded, since no interval can be established.</p> <p>Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events* to calculate this metric if desired.</p> <p>*Such events are typically captured by browser-side measurement. Examples include mouse-overs, link views, menu selections or filling out of form fields. The use of such events allows more granularity in the measurement of Visit and Duration metrics.</p> |
| Visit Duration | <p>In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established.</p> <p>Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events* to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).</p> <p>*Such events are typically captured by browser-side measurement. Examples include mouse-overs, link views, menu selections or filling out of form fields. The use of such events allows more granularity in the measurement of Visit and Duration metrics.</p> |

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2.1 Page Impression metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|-------------------|----------------------------------|---|
| Web, Volume | Automated Page Impression | A Page Impression sent to a valid browser as a result of an automatic process initiated by the site. Guidance available |
| Web, Volume | Mobile Format Impression | A Page Impression delivered in a format optimised for use on a smartphone or similarly capable handheld device. Guidance available |
| Web, Volume | PDF Impression | A file, or combination of files, containing PDF content, sent to a valid browser as a result of that browser's request being received by the server. |
| Web, Volume | Search | The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server. Guidance available |
| Web, Volume | Referral In | A Page Impression representing an arrival at a property by a valid browser from another identifiable property. Guidance available |
| Web, Volume | Email Referral In | A Page Impression representing an arrival at a website by a valid User from a hyperlink embedded in an email. |
| Web, Volume | Publication Opened | A file, or combination of files, that represents the Page Impression for the first (arrival) page of an online publication served in response to a valid request by a valid browser. Guidance available |

2.2 Page Impression metrics - Guidance

| Metric Name | Explanatory Notes |
|----------------------------------|---|
| Automated Page Impression | <p>If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the latter are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser has, by default, made a valid request for all subsequent pages. Hence, the resulting Page Impressions are deemed to be valid and can therefore be claimed.</p> <p>Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours, and splash pages.</p> |
| Mobile Format Impression | <p>These impressions must be distinguishable from standard desktop formatted Page Impressions by URL, by Domain or else by another field that specifically records whether a requested Page Impression was delivered in a mobile format.</p> <p>Note that User-Agent, screen size and screen resolution are not acceptable fields for identification of Mobile Format Impressions.</p> |
| Search | <p>In effect, one search request by a valid browser should result in one Search being claimed. This requires that the site, and hence the audit, can identify the first Page Impression served in response to a search request from a valid browser and differentiate this first results page from any others.</p> |

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| Metric Name | Explanatory Notes |
|---------------------------|---|
| Referral In | Effectively, the event that needs to be detected is the arrival at the identified property by a user who has come from another property. To do this requires testing whether this Page Impression has a Referrer field that is native to the property or is Null; any non-null, non-native values may be counted as Referrals In. |
| Publication Opened | This metric applies only to properties which present themselves online in a print-style format typically built in rich media and requiring the user to “turn” virtual pages. |

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3.1 User Account metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|-------------------|---|---|
| <i>Web, Reach</i> | Registered User Account | An account set up for a user to request to receive access to a website/app. Guidance available |
| <i>Web, Reach</i> | Active Registered User Account | A Registered User Account that has accessed the website/app in the Reporting Period. Guidance available |
| <i>Web, Reach</i> | Paid Registered User Account | A Registered User Account set up for a user upon payment by that user to request to receive access to a website/app. Guidance available |
| <i>Web, Reach</i> | Active Paid Registered User Account | A Paid Registered User Account that has accessed the website/app in the Reporting Period. Guidance available |
| <i>Web, Reach</i> | Paid Multiple Registered User Account | An account set up by a user upon payment, normally by a third party for multiple users, to request to receive access to a website/app. Guidance available |
| <i>Web, Reach</i> | Active Paid Multiple Registered User Account | A Paid Multiple Registered User Account that has accessed the website/app in the Reporting Period. Guidance available |

3.2 User Account metrics - Guidance

| Metric Name | Explanatory Notes |
|--|---|
| Registered User Accounts | All such Registered User Accounts should be contactable for audit purposes. |
| Active Registered User Accounts | Auditable evidence of activity in the Reporting Period is required for all Active Registered User Accounts. |
| Paid Registered User Accounts | Auditable evidence of payment and identifiers of the account must be provided. |

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4.1 Job / Property metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|--------------------|--|---|
| <i>Web, Reach</i> | Active CV Registrant | A Registered User Account that has either made at least one New CV Registration or updated an existing CV in the month. |
| <i>Web, Reach</i> | Unique CV Registrant | A Registered User Account that has made at least one New CV Registration. |
| <i>Web, Volume</i> | New CV Registration | A Page Impression served upon submission of a new CV into the database of a recruitment site from a valid browser active on that site. Guidance available |
| <i>Web, Volume</i> | Job Search | The first valid Page Impression sent to a valid browser as a result of that browser's search request from a dedicated job search form being received by the server. |
| <i>Web, Volume</i> | Job Details Page Impression | A valid Page Impression that contains the particulars for a single vacancy only. |
| <i>Web, Volume</i> | Job Application Requested Download | A Requested Download of a job-related document. |
| <i>Web, Volume</i> | Online Job Application | The submission to a server of an application form or a CV by a valid browser. Guidance available |
| <i>Web Volume</i> | Email Job Referral | A Click on a mailto link within a job listing intended for the submission of applicant information and/or a CV to a recruiter. |
| <i>Web, Volume</i> | Online Job Referral | A Click on a link within a job listing to a URL specified by a Recruiter. |
| <i>Web, Volume</i> | Online Property Details Page Impression | A valid Page Impression that contains the particulars for <u>a single</u> property listing only. Guidance available |
| <i>Web, Volume</i> | Online Property Referral | A Page Impression served after a valid browser has requested property details from an estate agent. Guidance available |

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4.2 Job / Property metrics - Guidance

| Metric Name | Explanatory Notes |
|--|---|
| New CV Registration | The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a specific "success" URL reachable by no other means. This metric is a count of activity on the site and measures CV uploads only, not updates. One user account may upload more than one CV at a time. |
| Online Job Application | The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a "success" URL. |
| Online Property Details Page Impression | Note that a single property can have multiple listings. |
| Online Property Referral | Such Property Details Requests are represented by a "thank you" page after the users have completed the form, just as for Online Job Applications, and must have a specific URL reachable by no other means. |

5.1 Download metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|--------------------|-------------------------------------|--|
| <i>Web, Volume</i> | Requested Download | A request for a non-HTML file that may be executed offline. Guidance available |
| <i>Web, Volume</i> | Completed Download | A completed request for a non-HTML file that may be executed offline, shown by the number of bytes transferred being at least 95% of the stated size of the file. |
| <i>Web, Volume</i> | Automated Requested Download | A request for a non-HTML file that may be executed offline as a result of an automated process. |
| <i>Web, Volume</i> | Automated Completed Download | A completed request for a non-HTML file that may be executed offline, shown by the number of bytes transferred being at least 95% of the stated size of the file, as a result of an automated process. |

5.2 Download metrics - Guidance

| Metric Name | Explanatory Notes |
|---------------------------|---|
| Requested Download | This typically includes audio files, video files, games and document files (e.g. .doc, .xls, .mp3, .ppt, .pdf). |

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6.1 Click metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|--------------------|---------------------|--|
| <i>Web, Volume</i> | Click | The activation of a hypertext link by a valid browser. |
| <i>Web, Volume</i> | Clickout | A Click to an external (non-native) destination. |
| <i>Web, Volume</i> | Search Click | A Click originating from a set of Search results. |

7.1 Other certifiable metrics - Definitions

| Category and Type | Metric Name | Metric Definition |
|--------------------|--|---|
| | | |
| <i>Web, Reach</i> | WAP Unique User | A Unique User that has made at least one WAP Impression. Guidance available |
| <i>Web, Reach</i> | Web Feed Article Impression Unique User | A Unique User generating at least one Web Feed Article Impression. |
| <i>Web, Reach</i> | Web Feed Referral In Unique User | A Unique User that has made a Web Feed Referral In. |
| <i>Web, Reach</i> | Web Feed Unique Browser | A valid Unique User (measured by Cookie) that has requested a web feed from the source site. Guidance available |
| <i>Web, Volume</i> | Proprietary Page Impression | A valid Page Impression on a recruitment site where the Site Owner (which may be different to the Site Publisher) is materially the same as the Site Advertiser. Where such Page Impressions represent more than 5% of the total Page Impressions in the Reporting Period, these must be broken out. |
| <i>Web, Volume</i> | Web Feed Referral In | The first Page Impression served to a valid browser as a result of redirection from a link in a web feed clicked on by that browser. |
| <i>Web, Volume</i> | WAP Impression | A file, or combination of files, intended for a WAP device, sent to a valid browser as a result of that browser's request being received by the server. Guidance available |
| <i>Web, Volume</i> | Web Feed Article Impression | A web feed article requested by a valid browser within their browser or web feed reader. Guidance available |
| <i>Web, Reach</i> | Subscriber Account | An account set up for a user to request to receive access to a website, service or network for a fixed period of time. Guidance available |

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| Category and Type | Metric Name | Metric Definition |
|-----------------------|---------------------------------------|---|
| <i>Web, Reach</i> | Active Subscriber Account | A Subscriber Account that has accessed the website, service or network in the certification period. Guidance available |
| <i>Web, Reach</i> | Active Paid Subscriber Account | A Paid Subscriber Account that has accessed the website, service or network in the certification period. Guidance available |
| <i>Web, Reach</i> | Paid Subscriber Account | An account set up for a user upon payment by that user to request to receive access to a website, service or network for a fixed period of time. Guidance available |
| <i>Web, Volume</i> | CV Details Page Impression | A valid Page Impression that contains the particulars for a single CV only. |
| <i>Web, Volume</i> | Job Exposure Page Impression | A valid Page Impression that contains headline details of job vacancies including, as a minimum, the job title and at least one other relevant parameter e.g. location or salary. |
| <i>Web, Volume</i> | Web Feed Job Referral In | A Page Impression to a URL specified by a Recruiter served to a valid browser as a result of redirection from a link in a web feed job listing clicked on by that browser. |
| <i>Web, Volume</i> | Job Clickout | A Click to a job listing on another recruitment site. |
| <i>Web, Reach</i> | Chat Unique User | A Unique User that has made one or more Chat Impressions (HTML Chat ONLY). |
| <i>Web, Volume</i> | Chat Impression | A file, or combination of files, sent to a valid browser while the browser is involved in an interactive Chat session (i.e. a Page Impression generated by a Chat URL.). Chat URLs show the input of one or more concurrent Users, visible to each other, updated frequently, so as to enable a text based conversation. (HTML Chat ONLY). Guidance available |
| <i>Web, Frequency</i> | Chat Duration | The total elapsed time in seconds between the first and last time stamp recorded for each valid browser's Chat Impressions (HTML Chat ONLY). Guidance available |
| <i>Web, Reach</i> | Unique Active Chat User | A unique combination of an IP address + a Nick name + a 5 second minimum stay (logged time-in minus logged time-out) + 1 or more logged lines. |
| <i>Web, Reach</i> | Unique Chat Host | A unique IP address found within the valid chat log records. |
| <i>Web, Reach</i> | Unique Chat User | A unique combination of an IP address + a Nick name + a 5 second minimum stay (logged time in minus logged time out). |
| <i>Web, Frequency</i> | Unique Chat User Duration | The total duration in seconds (measured by taking time joined from time left) of all valid Unique Chat Users, divided by the total valid Unique Chat Users. |

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| Category and Type | Metric Name | Metric Definition |
|-------------------|-------------|--|
| Web, Frequency | Click Visit | A series of one or more Clicks, served to one valid browser, which ends when that browser has not made a Click for a 30-minute period. |
| Web, Volume | PDA Synch | A synch by a PDA device with the site (or channel). Guidance available |

7.2 Other certifiable metrics - guidance

| Metric Name | Explanatory Notes |
|-----------------------------|--|
| WAP Unique User | Due to the lack of variation in WAP proxy IP address+User-Agent combinations, this metric must be calculated using cookies |
| Web Feed Unique User | This produces a count of the total Unique Users who request web feeds (e.g. RSS, Atom) through browsers. The Cookie identifier is agreed to be the only identifier that provides the required level of granularity. No defaults are currently acceptable. The simple number of web feeds requested is not considered meaningful, since the number of requests relies so much on automated processes. |
| WAP Impression | In effect, one request by a valid browser should result in one WAP Impression being claimed. Certain WAP traffic can be excluded on the basis of information derived from the server log files. In most cases, a single request from a browser causes one or more WML files (a so-called "WAP deck") to be sent by the server. The site must therefore ensure that any additional, non-requested files are excluded from the claimed WAP Impression total. A WAP Impression does not guarantee that a user actually viewed a page of WML; it only measures the opportunity for the user to view such content. This means that a WAP Impression recorded as valid by the server will be valid even if the content does not load to completion. |
| Web Feed Article Impression | This measurement requires the counting of a serving of a 1x1 tracking pixel within the <description> element of each article in a given web feed. These pixels will only be shown as a result of a definite user action to view the feed article. Since each article request will be counted, more than one article (and pixel) may be requested at once in a reader or Web browser. This metric should therefore not be considered to be comparable with a Page Impression. |
| Subscriber Accounts | All Subscriber Accounts should be contactable for audit purposes. You must be able to provide the expiry (renewal) dates of the accounts. |
| Active Subscriber Accounts | Auditable evidence of activity in the Reporting Period is required for all Active Subscriber Accounts. |
| Paid Subscriber Accounts | Auditable evidence of payment and identifiers of the account must be provided. |
| Chat Impression | In effect, one request by a valid browser should result in one Chat Impression being claimed. This metric is not applicable to Forums, where concurrent users are not typically visible to each other. The metrics available to a site to measure Chat depend on the technology employed by the site to support Chat. Chat based technologies include HTML, IRC, Java and proprietary applications. The Chat Impression metric is only available for HTML-based chat. |
| Chat Duration | In order to measure Chat Duration, a first and last Chat Impression record must exist for each Unique User. Therefore, Users making single-record Chat Impressions, and any such Chat Impressions, are excluded. |
| PDA Synch | This is measured by requiring one URL per site (or channel) to be non-cacheable. This then acts as the identifier for counting PDA Synchs. Measuring how many times this URL was requested in the Reporting Period will therefore allow a count of total PDA Synchs. Break-outs by channel can also be supported by this approach. |



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