

Guide to App Traffic Certification



Setting the standard

Introduction

From May 2011, as online publishers you can independently stamp the reach and engagement of your app activity either together with your existing website audit or separately. The new industry standard metrics for app traffic, agreed by JICWEBS, deliver increased options for reporting traffic driven through your apps.

Help prove the success of your valuable apps by using these new metrics to provide your company and clients with greater transparency of the effectiveness of your apps and ensure your vital information on reach and consumer engagement for this new channel is underpinned by industry approved standards.

How do I get started?

1. You can choose to have your app traffic certified as a break-out on your existing web traffic certificate. This does not require a separate registration. You simply need to contact your Account Manager to discuss this for your next audit.
2. Alternatively, you can choose to have your app traffic certified on a separate (app traffic) certificate covered by a separate audit. For this you need to register with us. Existing ABC members please contact your Account Manager, non-members should contact Sam Street on 01442 200 718 or email: sam.street@abc.org.uk
3. Data reported on The Certificate of App Traffic can be included within a *Group Product Report*, which allows you to showcase brand performance across a range of media channels

What metrics can I have on my certificate?

1. The industry agreed mandatory metric for app traffic is App Unique Browser (The reach of your app).
2. Other app traffic metrics the industry has agreed are:
 - a. App Page Impression. (How busy your app is)
 - b. App Visit. (How loyal your visitors are)
 - c. App Visit Duration (How engaging your app is)
 - d. App Ad Impression



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What is the audit process?

1. You decide what you wish us to certify and complete a Confirmation of Audit- which specifies timing and price. This will confirm your requirements in advance of the audit work.
2. We will “seed” your app traffic (make known requests, from known IP addresses, using your app) during the audit month.
3. At the end of the audit month we will ask for your claim and supporting (logged) data. Please note:
 - a. If you are using an ABC accredited analytics product we can work with them to receive your claim and auditable data. For a list of accredited tools please follow this link: <http://www.abc.org.uk/About-us/Our-Members/Associates>
 - b. If you are not using an ABC accredited analytics product and are collecting the supporting logged app traffic data yourself, we will work with you to ensure you can provide us with data in an auditable format. Under such circumstances we will need to provide you with some technical consultancy the amount and cost to you will be agreed in advance and is in addition to the standard audit rates.
4. We will carry out the audit work which takes 10-15 working days from receipt of your claim and the supporting logged data, barring any material audit issues.
5. Upon completion of the audit work we will share the results with you and discuss any issues arising.
6. We will issue you with your certificate which you can decide to make public or keep private.

What do I need to do next?

1. Register with ABC- if you are not currently a member or require a separate app traffic audit.
2. Arrange a meeting with our audit department via your Account Manager:
 - a. If you are not using an ABC accredited analytics product and are collecting the supporting logged app traffic data yourself we will advise on how you collect and provide auditable data to us.
3. Decide what type of certificate you want. NB: If you require a separate App Traffic Certificate you will need to register separately for this service.
4. Decide which month(s) you wish us to certify.
5. Decide which metrics you want on your certificate.
6. Contract an audit with us (by completing a Confirmation of Audit).