Guide to our Associate Scheme

What is our Associate Scheme?

Our Associate Scheme encourages suppliers to the digital media industry to visibly support industry-agreed standards. We deliver accreditation to these company's services to ensure their products are capable of compliance with the industry-agreed standards set by JICWEBS (www.jicwebs.org).

Media owners typically use products from Associates which have been accredited by us to help them achieve ABC certification; confirming that their reporting complies with the industry standards.

Associates can also participate in the Internet Technical Group (ITG) meetings which are held to ensure all our members and their suppliers can participate in developing and evolving the industry-agreed rules and methodologies.

Types of suppliers to the digital media industry which are eligible to join our Associate scheme include:

- Web Analytics providers
- Ad Serving providers
- Hosting/Internet Solution providers
- Online Publishing Platform providers
- Content Verification (CV) tools
- Advertising Agencies
- Advertising Exchange Platform providers

What are the levels of accreditation?

1-star – "Has successfully completed an ABC evaluation and can deliver auditable data to industry-agreed standards."

2-star - "Has successfully delivered auditable data for a client completing an ABC audit to industry-agreed standards and publishing an ABC audit certificate."

Do Associates charge for supporting our audit?

There may be additional fees; this depends upon the terms of your support contract with your supplier. We are not party to any SLA you might have with any of our Associates and hence any such fees are your sole responsibility.

We use an ABC 2-star accredited product, so why do we need an audit from you?

An accredited product has proven that it is *capable* of collecting *auditable* data. This does not mean that any data collected (and any reports produced) are automatically correct.

For example, because every website is different and changes frequently, every implementation of a web analytics product is also different.

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Consequently, we need to check the reports and data independently to ensure that your figures comply with the industry-agreed standards set by JICWEBS.

Brief Description of all the 2-star accredited web analytics products

In alphabetical order (Company, Product, Website, Notes):

Adobe (Omniture BU), SiteCatalyst HBX, www.omniture.com

An outsourced Application Service Provider (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs or 3 sample days' data and a UserID file per day) can be produced by Adobe for the audit month on request. Logging must be activated in advance of the audit period.

Contact: Paul Kirk (pkirk@adobe.com)

Adobe (Omniture BU), SiteCatalyst 10, www.omniture.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs or 3 sample days' data and a UserID file per day) can be produced by Adobe for the audit month on request.

Contact: David Brown (davibrow@adobe.com)

AT Internet, AnalyzerNX, www.atinternet.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs) can be produced by AT Internet for the audit month on request. Logging must be activated in advance of the audit period.

Contact: Martin Banfield (Martin.Banfield@atinternet.com)

Gemius SA, gemiusTraffic, www.gemius.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs) can be produced by Gemius for the audit month on request. Logging must be activated in advance of the audit period.

Contact: Marta Klepka (marta.klepka@gemius.com)

Intellitracker Limited, Intellitracker Enterprise, www.intellitracker.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (3 sample days data and a UserID file) can be generated by Intellitracker for the audit month on request. Please confirm arrangements for data delivery to us in advance of the audit period.

Contact: Simon Roberts (sroberts@intellitracker.com)

ISSEL Limited, Pilot HitList, www.issel.co.uk

A self-hosted software analytics tool that is usually used to process either web server log files or packet sniffed logged data. Always confirm prior to the audit month that the logged data is being captured in the required format and will be retained for supply to us. You should provide us with a full month's filtered data (and sample raw data) for the audit.

Contact: Bjorn Svensson (bjorn@issel.co.uk)

ISSEL Limited, ISSEL Log Companion, www.issel.co.uk

This is a simple filtering script that can be used by the Site Publisher to process web server log files. Always confirm prior to the audit month that the web server log file data is being captured in the required format and will be retained for supply to us. You should provide us with a full month's filtered web server logs and sample raw log files for the audit.

Contact: Bjorn Svensson (bjorn@issel.co.uk)

Maxsi Limited, eVisit Analyst, www.evisitanalyst.com

A self-hosted software tool that can be used to process either web server log files or page tag logs. Always confirm prior to the audit month that the logged data is being captured in the required format and will be retained for supply to us. A full month's web server log files or page tag log files (as applicable) should be provided by you to us for the audit.

Contact: John Mawson (jm@evisitanalyst.co.uk)

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Moore-Wilson New Media, WebtraffIQ,
www.m-w.co.uk/our_services/search_marketing/-/page/121/

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs or 3 sample days logs and a UserID file) can be produced by WebTraffIQ for the audit month on request.

Contact: Jasper Hargreaves (jasper.hargreaves@m-w.co.uk)

Navlink, Navlink Web Analytics Service, www.navlink.com

An outsourced (ASP) page tagging service, a full month's page tag logs can be provided by Navlink on request. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us.

Contact: info@navlink.com

Nedstat Limited, Sitestat 5 or higher, **www.nedstat.com**

An outsourced (ASP) page tagging service; a full month's page tag logs can be provided by Nedstat on request. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. In addition, an "ABC Module" is required* to support our audit and must be implemented prior to the audit month. Appropriate audit data (a full month's page tag logs or 3 sample days' logs and a UserID file per day) can be produced by Nedstat for the audit month on request.

Contact: Bettina Harm (support@nedstat.com)

* Nedstat typically charge a fee for this module

Nielsen Online, SiteCensus, **www.nielsen-online.com**

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs or 3 sample days' logs and a UserID file per day) can be produced by Nielsen for the audit month on request.

Contact: Raj Dubasia (Raj.Dubasia@nielsen.com)

SageMetrics, SageAnalyst, **www.sagemetrics.com**

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs or 3 sample days' logs and a UserID file per day) can be produced by SageMetrics for the audit month on request.

Contact: Benoit Droulez (bdroulez@sagemetrics.com)

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Site Intelligence Limited, VBIS, www.site-intelligence.co.uk

A data analytics tool that can process either web server log files or page tag logs. It can be self-hosted or delivered as a managed (ASP) service. Always confirm prior to the audit month that the logs are being captured in the required format and will be retained for supply to us. A full month's web server log files or page tag logs (as appropriate) can be provided to us either by you or by Site Intelligence (the latter is dependent upon a support contract being in place).

Contact: Chris Brown (chris.brown@site-intelligence.co.uk)

speed-trap.com Limited, e-intelligence suite, www.speed-trap.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured and will be retained for supply to us. Appropriate audit data (a full month's page tag logs or 3 sample days' logs and a UserID file per day) can be produced by speed-trap for the audit month on request.

Contact: Dave Vodden (david.vodden@speed-trap.com)

Webtrends Inc., Webtrends On Demand (v7 or higher), www.webtrends.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag logs are being captured. Also note that this data is typically only retained for a period of 14 rolling days. Hence, this data must be downloaded and retained by you. Appropriate audit data (a full month's page tag logs) can be produced by Webtrends for the audit month on request (subject to the data retention issue described above and hence the need to make appropriate arrangements).

Contact: Conrad Bennett (conrad.bennett@webtrends.com)

Webtrends Inc., Webtrends Software (v7 or higher) with SDC, www.webtrends.com

A self-hosted software tool that must be used with SDC (SmartSource Data Capture, the WebTrends proprietary page tag). Always confirm prior to the audit month that the page tag logs are being captured in the required format and will be retained for supply to us. A full month's page tag logs should be provided by you to us for the audit.

Contact: Conrad Bennett (conrad.bennett@webtrends.com)

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Please Note:

- The above information is correct as of the date of publication of this guide (see footer) but is subject to change at any time.

- Support for our audit by the Associate is dependent upon your contractual relationship with the Associate.

- Fees may be levied by the Associate for the support of our audit. These are wholly a matter between you and the Associate.

For more information:

Please contact you Account Manager on +44 (0) 1442 870800 or email info@abc.org.uk