



Aggregate Knowledge

Working Closely With Publishers - Tracking Pixel Q&A



Aggregate Knowledge treats publishers as an important ingredient to success, and ensures that they retain complete control of their own data and their own audiences. With this in mind, we have put together this Q&A about our tracking pixel to answer common questions for publishers.

Note that we are not the following:

- Network: We don't arbitrage!
- Data seller: We make using data easier and more transparent. We do not sell any data!
- Publisher: You generate better returns from the great publishers you already work with!
- Ad serving and billing: We work with your DCLK/Atlas infrastructure!
- Agency: We are technology only. We don't compete with you!

Why use an Aggregate Knowledge pixel?

The Aggregate Knowledge pixel collects impression and click data from each ad impression to provide a unified view into the campaign performance across all ad servers involved.

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The impression and click data is associated with Campaign ID, Placement ID, Ad Group ID, and Creative ID dynamically inserted into the AK pixel code by the third-party ad server macros. Those IDs are used to map and report all impressions and clicks based on the key reporting attributes of the campaign. Specifically, the data collected is used for three purposes:

- Campaign Delivery Analytics: The data collected is aggregated to provide unified view into daily campaign pacing and delivery (both in terms of impressions, clicks, and costs) across all ad servers involved.
- Custom Attribution Modeling: The impression and click event stream provides the basis to implement custom conversion path analysis and attribution models allowing advertisers to better qualify the ad formats and sequence of ad serving events that lead to a conversion.
- Audience Insights: The known profile of the user (either collected from the advertiser site or purchased from third party) is overlaid on top of each impression to provide an analysis of which known attributes of the user, owned by the advertiser, work best for them.

What pixel domain does Aggregate Knowledge use?

We use the aggregateknowledge.com domain.

Can you describe the collection method implemented via the AK tracking pixel (data collected, use of data)?

The third-party ad server (e.g., DFA) places the following pixel code inside each ad impression:

```
<IMG WIDTH="1" HEIGHT="1" BORDER="0" SRC="http://data.aggregateknowledge.com/pixel?t=[aktagid]?che=[cachebuster]&creid=[creative id]&adgid=[adgroup id]&plaid=[placement id]&camid=[campaign id]"/>
```

Where:

- aktagid (req) - unique tag identifier assigned by Aggregate Knowledge
- cachebuster (req) - a random number used for cache busting
- creative id - numeric creative id from the 3rd Party Ad Server (3PAS)
- adgroup id - numeric ad group id from the 3PAS

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- placement id - numeric placement id from the 3PAS
- campaign id - numeric campaign id from the 3PAS (must be provided to AK before campaign starts)

Can you explain details on how the tracking pixel will work?



- Event Router: The Event Router moves all impression and click tracking events from AK application servers to the Event Aggregator and the Pixel Server (in fact, it is a component of the Pixel Server).
- Pixel Server: High-performance server designed to process billions of daily pixel requests. It is optimized for speed/performance, availability, and redundancy.
- Event Aggregator: The Event Aggregator aggregates impression, click, and conversion event streams at scale and in real time.
- Reporting Cubes: The Reporting Cubes contain impression, click, conversion, cost, and revenue data broken down by date, creative, ad size, placement, inventory provider, ad group, campaign, advertiser, and by the audience attributes known (i.e. accessible) by the advertiser. Reporting cubes only include reporting information explicitly configured via the third-party ad server. They do not contain referrer information if not explicitly permitted by the publisher.

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Can you describe your service levels?

- AK standard service uptime SLA is 99.9% (current performance is 99.999%).
- AK guarantees sub-200ms response time for pixel requests (measured between the time the pixel request is received and the time the 1x1 pixel is emitted. The 95 percentile range for the current response time is 20ms-120ms.

Will Aggregate Knowledge sell or transfer the publisher data or retarget based on the publisher data without the publisher's written permission?

No. Aggregate Knowledge is in the business of providing advertisers with a high-performance infrastructure to support a full, transparent and unbiased view of their advertising campaigns.

Aggregate Knowledge is not an ad network and is not a data provider. As such, Aggregate Knowledge has no incentive to collect third-party data unless requested by the advertiser and explicitly permitted by the publisher (or any data source) via a written contract.

How safe is the AK business model for publishers (or any data source)?

- We are a pure-play technology company providing advertisers with the plumbing infrastructure necessary to track all their campaigns, implement custom attribution models, and gain the insights necessary to figure the ROI on the 3rd party data they purchase.
- We are not in the data buying, data selling, or data arbitrage business and has not interest in collecting publisher-owned data.
- We are already certified to place its tags on large publisher sites such as Yahoo. In addition, we are currently being certified by AOL and Google.

Is the AK pixel safe for publishers (or any data source)?

- Our pixel only collects impression and click data. The AK pixel relies exclusively on the third-party ad server that places the AK pixel in the creative to control what data gets inserted into the AK pixel code.
- The AK pixel does not use Javascript and does not employ any frame-busting techniques to access publisher data outside of the ad tags.

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Does AK store or use the publisher data without written permission from the publisher?

- We do not use the pixel to acquire publisher-owned data or to create/infer topical taxonomies that could be used for analytical, decisioning, optimization, or retargeting purpose unless the advertiser has received a written permission from the data source to collect and use the data.
- Advertisers use the AK platform to ingest and normalize third-party data purchased or acquired from third-party data sources under the terms and conditions defined in a written contract. Advertisers have rights to the data collected until it expires. The expiration window is set by the contract governing the relationship between the data source and the advertiser.
- Unless such contract exist, the publisher data that could be collected via the AK tracking pixel (e.g., publisher URL, referrer URL) is not recorded and cannot be used for any reason whatsoever whether retargeting, decisioning, optimization, or analytical.
- When a contract is signed, we typically load the audience taxonomy defined and maintained by the third-party data source to classify their audience. Then a data collection pixel is created and directly provided to the data source to allow the data source to willingly transfer user data to the advertiser in accordance with the pre-defined taxonomy.

Upon request, AK can write a formal letter providing assurance that AK will not sell or transfer the publisher data or retarget based on the publisher data without the publisher's written permission.

