

zanox.

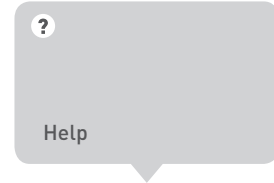
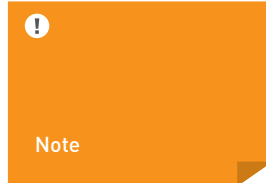
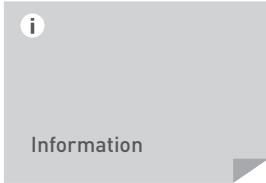
**TRUE POST
VIEW TRACKING**

**USER GUIDE FOR
PUBLISHERS**

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SIGNS



1. WHAT IS TPV?

TPV is short for **True Post View Tracking** and is the most efficient performance-based branding and marketing technology currently available in the zanox affiliate network. It combines high margins, good products and known brands with wide reach and quality websites.

Unlike forced clicks TPV is a controlled method of tracking user actions which result from the display of ad media such as banners or layers. By assigning a lower priority to TPV cookies than to click cookies the TPV technology ensures that existing clicks from other business models such as portal and SEM publishers are not overwritten.

As a specialised, post view based solution TPV enables advertisers to tap into new premium display inventory. The objective of TPV is the performance-based processing of the CPM market, i.e. to open an advertiser's programme to publishers with high volumes of traffic, while at the same time charging the advertiser using the classical CPA model.

Transparency and quality is of utmost importance in the zanox affiliate network. Only approved publishers who have obtained clearance from the advertiser/agency are allowed to use TPV tracking. In addition, the zanox code of conduct sets specific guidelines for TPV activities. The publisher target groups are marketers of high-quality content portals, CPM-focussed portals, ad networks and traffic brokers.

2. USING TPV

What?

To use TPV you must obtain clearance from zanox and the advertiser or agency. Clearance must be granted on the following levels:


- Programme level
- Partnership level
- Ad space level

Who?

- **Advertisers** can enable programmes for TPV as well as partnerships with individual publishers.
- The **zanox account managers** are in charge of classifying ad spaces for TPV.

How?

To use TPV proceed as follows:

Step 1: Check which of your programmes have been enabled for TPV by the advertiser. TPV enabled programmes are labelled with the icon  on the page [Programme information](#).


Step 2: Get in touch with your zanox account manager to have your ad space classified for TPV. Provide your account manager with the following information:


- Ad space name
- Ad space type (website or e-mail)
- Ad space address
- User name
































Result: Your account manager will examine your ad space. If your ad space complies with the zanox requirements for TPV tracking it will be classified as "TPV ad space".

Step 3: Start generating conversions from TPV by implementing TPV ad media codes on your ad space. For more information see section "Implementing TPV ad media codes" on page 7.

Where?

Programmes for which you have received TPV clearance on the programme, partnership and ad space level are labelled with the icon  on the page [My programmes](#).

If your ad space has been classified as TPV ad space but TPV has not been enabled on the programme and/or partnership level the icon  will be displayed.

Programs:	Manager		Product data download				Average conditions ³						Status ^{5,6}	Cooperation
	Code ₁	Statistic	Number	Update date	Download ₂	View (CPM) ₃	Click ₄	Lead ₅	Sale ₆	In-direct	Currency ₇	History		
Blitzkrieg	Code	Statistic	6406	06.05.2009		-	-	-	4,50		EUR	History	  	Cancel
Radio Markt DE	Code	Statistic	17761	06.05.2009		-	-	-	5,00%		EUR	History	  	Cancel
Rosa	Code	Statistic	102024	01.05.2009		-	-	-	6,00		EUR	History	  	Cancel
Romantik	Code	Statistic	14803	05.05.2009		-	-	-	8,00%		EUR	History	  	Cancel
Sonata Prince DE	Code	Statistic	700	29.04.2009		-	-	-	15,00%		EUR	History	  	Cancel
Sonata.de	Code	Statistic	4722	06.05.2009		-	-	-	5,00%		EUR	History	  	Cancel
SPIN 2	Code	Statistic	6577	10.04.2009		-	-	0,50	6,00%		EUR	History	  	Cancel
Sonata	Code	Statistic	-	-	-	-	-	0,30 - 2,00	0,30 - 20,00		EUR	History	  	Cancel

Display of TPV clearance on the page "My programmes"

3. IMPLEMENTING TPV AD MEDIA CODES

Two types of ad media are available for TPV:

- Banner ad media
- Layer ad media

Please check if the advertiser provides ad media which have been specifically designed for TPV tracking. If no TPV specific ad media are available, you may use all ad media available for the programme, provided these adhere to the required standard and minimum sizes (see section "TPV code of conduct" on page 9).

3.1 Implementing banner ad media

Banner ad media must have a minimum size of 234 x 60 pixels and must contain a target link implemented in a hidden iFrame using the HTML tag <iframe>. The target link must route to an empty high traffic landing page set up by the advertiser.

The ad media code for banner ad media utilising TPV must have the following structure:

1. Normal click code (PPC) and view code (PPV) using the HTML tags <a> and
2. Link to the high traffic landing page in a hidden HTML <iframe> tag utilising TPV

Example:

```
<!-- START of the zanox affiliate HTML code -->

<!-- ( The HTML code may not be changed in the sense of fault-
less function-ality! ) -->

<a href="http://ad.zanox.com/ppc/?12345678C1234567890T">

</a>

<iframe src="http://ad.zanox.com/tpv/?12345678C1234567890T"
height="0" width="0" frameborder="0" marginwidth="0" margin-
height="0" scrolling="no"></iframe>

<!-- ENDING of the zanox-affiliate HTML-Code -->
```



NOTE: You must set the frameborder to "0" to make sure the iFrame tag is invisible. This setting is especially required for Firefox.

3.2 Implementing layer ad media

Layer ad media consist of a simple HTML tag or <layer> which must link to a high traffic landing page set up by the advertiser. Unlike high traffic landing pages for banners the high traffic landing page for layer ad media must not be empty but display an advertising message.

Example:

```
<!-- START of the zanox affiliate HTML code -->  
  
<!-- ( The HTML code may not be changed in the sense of fault-  
less function-ality! ) -->  
  
  
  
<!-- ENDING of the zanox-affiliate HTML-Code -->
```

4. TPV CODE OF CONDUCT

In the zanox code of conduct special quality guidelines have been defined for TPV which ensure the transparency and quality of any TPV programme. The following guidelines must be observed by publishers:

Standard ad media sizes

Publishers must use the standard ad media sizes defined by the International Advertising Bureau (IAB).

Minimum banner sizes

All ad media must comply with the defined minimum size of 234 x 60 pixels. No size restrictions exist for rectangle, pop-up and skyscraper formats.

Triple banners

The use of triple banners is only allowed upon agreement with the advertiser.

Reload

The reload of ad media is not allowed.

Visible area

Ad media must appear in the immediately visible area of the ad space, i.e. above the website's fold. Based on the most commonly used monitor resolution of 1024 x 768, zanox views the top left 955 x 600 pixels of an ad space as the visible area.

The complete zanox code of conduct can be downloaded here: http://www.zanox.com/en/zanox/about/zanox_code_of_conduct.html

5. DISPLAYING TPV CONVERSIONS IN THE PUBLISHER STATISTICS

TPV is accounted for separately in the publisher statistics thus allowing easy analysis into which conversions were generated from TPV tracking.

To display the TPV count in the publisher statistics proceed as follows:

Step 1: Log on to the zanox User Interface using a publisher account.

Step 2: Open the tab **Statistics**.

Step 3: Click on **Advanced > Formatting > Overview** and activate the check box **TPVs > Count**.

Step 4: In addition, you can display TPV analysis values by activating the check boxes **Transactions Conversion Rate (TPV)**, **Click-Through Rate (TPV)** and/or **eCPM (TPV)** in the section **Analysis**.

Step 5: Set additional selection and formatting filters, if required.

Step 6: Click the button **Show report**.





Result: The TPV count for the selected report filters will be displayed.

Programme 	Views	TPVs	Leads 	Leads Comm. 	Sales 	Sales Comm. 	eCPM (View)	eCPM (TPV)
VideoAdRoll 	1,028,788	257,194	0	0.00 EUR	685	9,803.40 EUR	9.53 EUR	38.12 EUR
VideoAdRoll 	0	0	0	0.00 EUR	1	10.00 EUR	∞ EUR	∞ EUR
VideoAdRoll 	12	0	0	0.00 EUR	0	0.00 EUR	0.00 EUR	0.00 EUR
VideoAdRoll 	1,056,401	0	713	788.10 EUR	0	0.00 EUR	0.75 EUR	∞ EUR
VideoAdRoll 	15,285	36	0	0.00 EUR	1	1.03 EUR	0.07 EUR	28.49 EUR

Display of TPV in the publisher statistics

6. OVERVIEW OF TPV ICONS

The following table gives an overview of all icons used to display TPV settings:

Icon	Description
	The programme is enabled for TPV.
	The programme, partnership and ad space are enabled for TPV. You have received full clearance and can start using TPV tracking.
	The programme and your partnership have been enabled for TPV. Your ad space has not yet been enabled for TPV. Ask for TPV clearance for your ad space first before you start using TPV tracking.
	Your ad space has been enabled for TPV. The programme and partnership have not yet been enabled for TPV. You cannot use TPV tracking.

