

INFOOnline

Configuration Guide



INFOOnline GmbH
Brühler Strasse 9
53119 Bonn, Germany

Tel: +49 (0) 228 / 410 29 – 0
Fax: +49 (0) 228 / 410 29 - 66

www.INFOOnline.de
info@INFOOnline.de

Content

1	About this document.....	1
2	Measurement configuration.....	2
2.1	Local list	2
2.2	Kat 2.0 category model.....	4
2.3	Codes.....	4
2.3.1	Number of codes.....	5
2.3.2	Length of codes.....	5
2.3.3	Special characters in codes.....	6
2.3.4	Reserved character sequences.....	6
3	Configuration in the Customer Centre.....	7
3.1	Basic Monitoring	8
3.1.1	Operating mode Basic Monitoring (Beta).....	8
3.1.2	Single code numbers Daily Monitoring (“Monitoring measured data day”).....	10
3.1.3	Single code numbers Hour Monitoring (“Monitoring measured data hour”).....	11
3.2	Settings	12
3.2.1	Alert levels	12
3.2.2	Reporting interval	13
3.3	Settings of receivers for email notifications	13
3.3.1	Activating email notifications	13
3.3.2	Activating customer centre reports	13
3.4	Code allocation rate.....	14
3.4.1	Number of codes.....	14
3.5	Code Management	14
3.5.1	Code status.....	15
3.6	IO mailbox	15
3.7	Service Status	15
3.8	Local list	16
3.9	Domain Management	16
3.10	Tag generator.....	16
3.11	Order Centre	17
3.12	Services	17
3.13	Service and customer profile	18
3.14	Top downloads	18
4	Tools & services.....	19
4.1	IDAS (INFOOnline Data Analysing System)	19
4.2	SZM checker	19
4.3	Service XML download.....	19
4.4	Log file provision service	20

5 Contact..... 21

1 About this document

The Integration Guides explain the technical integration of the measuring instruments into your digital services.

In addition to the technical integration of the measuring instrument, some configuration steps are required for measurement, as is membership of the IVW. This Configuration Guide explains how to complete the configuration for your digital products and which tools from INFOOnline you can use for this.

2 Measurement configuration

Measurement configuration of a digital service is carried out centrally using a range of different parameters and setting options. These will be explained in more detail in the following. You can find a detailed description of the tools available for this in the Customer Centre in the next section.

2.1 Local list



All URLs of the digital service to be measured are listed in the local list, i.e. counting of a digital service tagged with the SZM Tag 2.0 is only carried out if its URL has been correctly entered in the local list. Technically, this means that the “referrer” of the measurement impulse (i.e. the measurement pixel request) is interpreted and checked against the local list.

In order to minimise the administrative work and the size of the local list, several URLs can be combined together using the wildcard (“*”). You can find a description of this process in the next section.

Please note: To ensure that all your internet web pages are counted, it is essential that the provider checks the local list regularly and makes sure that it is always up-to-date.

The local lists must be entered in the Customer Centre by the owner of the digital service that is to be measured.

Changes to the local list are not immediately effective. After the entry has been made, it is then transmitted to INFOOnline where the changes are checked for any potential syntactic errors and are only then loaded into the measuring system. This could take up to one working day.

If your digital service is a member of the IVW, the local list you transmit and any updates to the list will only be loaded after being checked by the IVW.

Local list structure

The local list is mainly made up of a list of URLs for your digital service. Each line comprises only one valid entry; different entries are written one below the other on separate lines.

The URLs under which the digital service is most often accessed should always be entered first. Correspondingly, those URLs that internet users access the least should be placed at the end.

In general, several URLs can be combined together as one entry in the local list by using the wildcard "*" (asterisk).

Examples:

1. The entry "***testseite.de***" in the local list stands for the following URLs, among others:

- <http://www.testseite.de>
- <http://www.testseite.de/index>
- <http://testseite.de>
- <http://testseite.de/index>

This means that all measurement impulses whose URL referrer contains the character string "**testseite.de**" in any form whatsoever are evaluated as valid and counted.

2. On the other hand, the entry "***.testseite.de***" means that only those requests that have a full stop in front of "**testseite.de**", such as <http://www.testseite.de> or <http://www.testseite.de/index>, will be considered valid in both measurement systems.

3. Conversely, the entry **http://www.testseite.de** in the local list means that only those requests that transmit exactly this referrer will be counted.

2.2 Kat 2.0 category model

The provider can combine pages within a digital service according to various features (“categories” or “characteristics”; see below for details). This is done using what are known as “codes”.

Codes are strings of characters that can be freely defined (with certain restrictions) by the provider of the digital service and that are entered in the SZM Tag 2.0 (the JavaScript code that is stored on a website and that triggers the measurement impulses for that page; for details see INFOonline Integration Guides). The code serves to identify the tagged web pages and is the basis for the subsequent category/characteristic classification in the Customer Centre according to the **Kat 2.0 category model**. The codes are registered and tallied by the system when analysing the page count. This allows for the aggregation of page impressions and visits, e.g. for web pages with related subject matter.

The IVW Kat 2.0 category model is used for categorising stationary websites, mobile-enabled websites (“MEWs”) and apps.

Kat 2.0 not only makes it possible in future to categorise website content according to its subject and creator, but also in numerous other dimensions. This is made possible by the new structure, which differentiates between **categories** and their **characteristics**.

In the current version, the following eight **categories** are available:

- Language
- Format
- Creator
- Homepage
- Delivery
- App
- Paid
- Content

Each category has different features, its so-called “**characteristics**”. They make it possible to specify the properties and content of a digital service.

The category model 2.0 is structured identically for IVW and AGOF. You will find a detailed description of the Kat 2.0 category model in the document *Overview of IVW Kat 2.0* in the download section of INFOonline.

2.3 Codes

Codes are strings of characters that can be freely defined by the provider and that are stored in the SZM Tag 2.0. The code serves to identify the tagged web pages and is the basis for the subsequent category/characteristic classification in the Customer Centre according to the **Kat 2.0 category model**. The codes are registered and tallied by the system when analysing the page

count. This allows for the aggregation of page impressions and visits to related web pages (based on subject matter, etc.).

In the Kat 2.0 category model, one characteristic of each category is managed per code.

Category administration, i.e. allocation of codes to categories in Kat 2.0, must be carried out by the web page provider in the INFOonline Customer Centre. This is explained in the section *Configuration in the Customer Centre*.

2.3.1 Number of codes

The total number of active codes should not exceed 3,000.

If you require more than 3,000 active codes for operational or other reasons, you will have to pay an additional fee for this service.

INFOonline uses an alarm system to let you know if you have exceeded the maximum number of codes. You will be alerted automatically if your site exceeds or is close to exceeding the limit of 3,000 active codes.

2.3.2 Length of codes

A code may contain a maximum of 255 characters.

If a code contains more than 255 characters, it will be shortened to the first 254 characters and the 255th character will be replaced by a "+". If the codes are identical in their first 254 characters, the SZMnG system will not be able to differentiate between the abbreviated codes and will not be able to allocate them separately.

2.3.3 Special characters in codes

- **Permitted characters: a-z, A-Z, 0-9, comma “,”, hyphen “-”, underscore “_”, slash “/”**

If any characters other than the ones listed above are used, they will be replaced by a full stop at the start of the measuring chain.

- **Characters not recommended: Question marks “?” and the hash key “#”**

If a question mark “?” or hash key “#” is used in the code, the code will only be read up to the point where this special character is found. The special character itself and all subsequent characters will be ignored.

- **Characters not recommended: Backslash “\”**

If a backslash “\” is used in the code, a different modification will be made depending on which browser is used to access the SZM Tag 2.0. Please do not use backslashes.

2.3.4 Reserved character sequences

For some of our services it is necessary to reserve certain character strings at the beginning of a code (prefixes). These are:

- **Newsletter = Push_** (*contains an underscore*)

HTML newsletters can be counted in our measuring system. A code used in a newsletter is differentiated with the “Push_” prefix.

- **Codes from hybrid apps = __hyb__ / __hyb2__** (*contains 2 x 3 underscores*)

NOTE: The character strings “__hyb__” and “__hyb2__” may not be used as code!

These character strings are used for automatic code allocation synchronisation within a hybrid app and may only be used as an automatic prefix for hybrid codes.

- **Code marking for mobile content = szmmobil_** (*contains an underscore*)
- **Code marking for INFOOnline = __saw__** (*contains 2 x 3 underscores*)

NOTE: The character string “__saw__” may not be used at the beginning of a code!

3 Configuration in the Customer Centre

The INFOOnline Customer Centre offers different applications for central configuration of the measurement of a site and tools for evaluating the measurement results. This will be explained in more detail in the following sections.

The main and start screen in the Customer Centre is the so-called “Dashboard”, which shows you an overview of the status of your site. You can access the various applications via the horizontal menu bar or by the various links on the Dashboard. Using the “Angebot” selection list, you can switch between your sites if you have registered more than one with INFOOnline. Clicking on the “Dashboard” menu item will always take you back to the main screen.

The icons on the dashboard at the top right facilitate the following functions:



IO mailbox: Information from INFOOnline



Contact form: Direct contact with INFOOnline Service & Support



Help: Help for the Customer Centre and FAQs, glossary, etc.



Top downloads: Your most important documents



Settings: Change password; Basis monitoring: activation respectively deactivation of the notification function and reporting intervals



Logout: The way out of the Customer Centre

3.1 Basis Monitoring

In order to inform our customers about rapid in- or decreases of the collected measurements of the sites, a free Basis Monitoring service has been set up. The Basis Monitoring divided into daily and hourly monitoring (“Monitoring measured data day” and “monitoring measured data hour”). The customers will be informed via email and/ or notifications in the customer centre about noticeable problems in the process of measurement whenever they occur.

NOTE:

Concerning sites with a strong seasonal usage or with event relation, a disturbance of the Basis Monitoring is possible.

3.1.1 Operating mode Basis Monitoring (Beta)

The Basis Monitoring is divided into the Day and Hour Monitoring (“Monitoring measured data day” and “Monitoring measured data hour”).

In the Day Monitoring 12 different single code numbers are being considered while in the Hour Monitoring 18 different single code numbers are being considered.

Using an algorithm a specific status category will be calculated on basis of a comparison of historical values for every single code number. The status category indicates whether the value of the single code number lays within the norm or whether and in what degree they differ from the expected norm. The different status categories of the single code numbers are mentioned below.

STATUS CATEGORY	DESCRIPTION
Very high	The single code number is considerably too high in comparison to the historical value
High	The single code number is too high in comparison to the historical value
Normal	The single code number is normal in comparison to the historical value
Low	The single code number is low in comparison to the historical value
Very low	The single code number is considerably too low in comparison to the historical value
Dissonant data	The single code number shows dissonant data

Based on the status categories the total data collected at the day or hour will be evaluated in the next step. The evaluation of the total data is carried out in a linear combination in which every single code number is weighted and allocated with the status category assigned in the first step. Afterwards, this data will be allocated to the total status. In the weighting of the single code numbers a decrease is valued stronger than an increase.

Through the allocation of the total status per day or per hour it becomes clear, whether a site shows noticeable problems in the measurement or not. The possible total status are mentioned in the table below:

TOTAL STATUS
Very critical
Critical
Conspicuous
Slightly conspicuous
Not conspicuous

Within the Day Monitoring the calculation of the total status takes place once a day (publication ca. 8am, UTC), within the Hour Monitoring it is calculated every hour, in which a delay of approximately 3 hours due to a calculation period needs to be considered. The provision of the total status and the status categories for all single code numbers occur in the customer centre.

NOTE:

Please bear in mind that the Day and Hour Monitoring is based on two different data bases. Under certain circumstances it may appear that the data measured throughout the day in the Hour Monitoring is being evaluated as inconspicuous while the entire day in the Day Monitoring is judged as conspicuous.

3.1.2 Single code numbers Daily Monitoring ("Monitoring measured data day")

The single codes numbers observed in the Day Monitoring are displayed in the table below:

SINGLE CODE NUMBER	SPECIFICATION
Page Impressions	Total
Page Impressions	Inland
Page Impressions	Abroad
Page Impressions	Ratio abroad/Inland
Visits	Total
Visits	Inland
Visits	Abroad
Visits	Ratio abroad/Inland
Clients	Total
Clients	Inland
Clients	Abroad
Clients	Ratio abroad/Inland

3.1.3 Single code numbers Hour Monitoring ("Monitoring measured data hour")

The single code numbers observed in the Hour Monitoring are displayed in the table below:

SINGLE CODE NUMBER	SPECIFICATION
Page Impressions	Total
Page Impressions	Total incline*
Page Impressions	Inland
Page Impressions	Inland incline*
Page Impressions	Abroad
Page Impressions	Ratio abroad/Inland
Visits	Total
Visits	Total incline*
Visits	Inland
Visits	Inland incline*
Visits	Abroad
Visits	Ratio abroad/Inland
Clients	Total
Clients	Total incline*
Clients	Inland
Clients	Inland incline*
Clients	Abroad
Clients	Ratio abroad/Inland

* Incline stands for hourly changes in percent

NOTE:

Please bear in mind that sites with no nightly usage may cause noticeable problems in the history of the Hour Monitoring.

3.2 Settings

In order to give you the opportunity to edit your personal settings for email or other notifications of the Basis Monitoring, adjustments have been made in the customer centre at the top right site in the menu. In this way we guarantee easy usage of the Basis Monitoring. You can change the following settings:

- ⌘ Alert levels
At which level would you like to be informed?
- ⌘ Reporting interval (only in Hour Monitoring)
How often would you like to be informed?
- ⌘ Settings for receiving email notifications
Who should be informed?
- ⌘ Activating email notifications
Should anyone be notified via email in case of an alert?
- ⌘ Activating customer centre reports (only in Hour Monitoring)
Should someone be notified via the customer centre in case of an alert?

The above mentioned settings will be explained in depth in the next chapters.

NOTE:

Please consider that all time specifications will be mentioned in UTC.

3.2.1 Alert levels

Here, you have the option to set a level at which you will be informed. You have the following options:

- ⌘ Very critical
here, only the total status “very critical” will be alerted
- ⌘ Critical
here, only the total status “critical” and “very critical” will be alerted
- ⌘ Conspicuous
here, only the total status of “conspicuous”, “critical” and “very critical” will be alerted
- ⌘ Slightly conspicuous
All the total statuses will be alerted

The settings for the alert levels count for the dispatch of emails as well as the display of the notifications in the customer centre.

3.2.2 Reporting interval

You have the following setting options concerning the reporting intervals in the Hour Monitoring:

- Hourly
- Every 4 hours
- Every 8 hours
- Every 12 hours

In the Day Monitoring you will receive an email concerning the previous day. There is no option to change this interval.

NOTE:

The setting of the reporting interval only refers to the dispatch of email notifications in the hourly-monitoring. Notifications in the customer centre always take place hourly.

3.3 Settings of receivers for email notifications

Referring to the initial settings, email notifications will be send to the contact person of your individual site as well as to technical contact.

Concerning the settings of your contact persons in the Basic Monitoring you have the possibility to either activate or deactivate all or only one of the conacts for email notifications.

In case one of these two contacts deactivates his email notifications he will no longer be provided with alerts in the Basis Monitoring.

3.3.1 Activating email notifications

For the Day and Hour Monitoring email notifications can be activated. However, when these notifications are being deactivated no emails concerning the Basis Monitoring will be delivered (Exception: notifications concerning the code management, see chapter 3.4 *Code Management*).

3.3.2 Activating customer centre reports

Furthermore, it is possible to activate the Hour Monitoring in the customer centre. In case the customer centre reports have been activated, the reports of the hour monitoring will be displayed in the customer centre of INFOnline (module " IO-Mailbox"). It is **not** possible to deactivate the customer centre reports of the Day Monitoring.

3.4 Code allocation rate

The code allocation rate specifies what percentage of the total PIs of your site are attributable to allocated codes. The code allocation rates for your digital service over the last two days are displayed for you in the Basis Monitoring section of the Customer Centre.

In order to be included in the IVW publication and AGOF digital facts publication, the code allocation rate must have a **monthly average higher than 90%**.

If the code allocation rate is below 90%, this is displayed in Basic Monitoring in colour (**red**).

INFOOnline offers you a service that involves notifying the site contacts and the technical contacts by e-mail every day if the code allocation rate for the site is below 90%. A notification is also sent to the IO mailbox in the Customer Centre.

3.4.1 Number of codes

An overview of the your active and unallocated codes can also be found under Basis Monitoring.

Please remember that **the total number of active codes should not exceed 3,000**.


Here, too, the colours indicate if the maximum number of codes for your site has been exceeded. If the total of 3,000 codes is exceeded, the number appears in **red**.

3.5 Code Management

In Code Management you can manage the allocation of codes to characteristics of categories in category model 2.0. Here you also have the choice of either entering the codes manually in Code Management at the outset or allocating the incoming codes continuously based on usage of your site.

The module offers different views that allow you to list all your codes, only those allocated, only those unallocated, only those deleted or only those permanently blocked.

Here, too, you can export your code allocation as a CSV file using a separate module and then re-import it after making changes. Furthermore you can allocate characteristics, search for codes according to specific criteria and display a record of your last changes for several codes simultaneously.

Further details about this and other functions are available via the Help option in the Customer Centre .

3.5.1 Code status

In Code Management in the Customer Centre, codes are differentiated according to the following statuses:

- **Active codes:**

Active codes are codes that show a page impression within the last 90 days.

- **Inactive codes:**

All codes that are permanently blocked, deleted or that have not shown a page impression in the last 90 days are inactive codes.

- **Permanently blocked codes:**

The “Permanently block code(s)” function allows codes to be permanently blocked in Code Management. The allocation of the respective code is removed and the code is no longer shown in the Code Management module. Should a permanently blocked code lead to any page impressions, they will be counted as not allocated in the measurement, even if they are no longer shown in the Code Management module.

We therefore recommend that you only use the “Permanently block code(s)” function when you are certain that the codes will not appear in the future.

- **Deleted codes:**

Codes can be deleted in Code Management with the aid of the “Delete code(s)” function. The allocation of these codes is removed, the codes’ status is set to “deleted” and the code is still shown in the Code Management module. If these deleted codes lead to new page impressions, they are included in the measurement as not allocated. The status of the code changes from “Deleted” to “Not allocated” and the code can be re-allocated in Code Management.

3.6 IO mailbox

Messages sent to you by INFOnline come into the IO mailbox. This includes both general information, e.g. regarding the INFOnline Service & Support team, and specific information about your service, e.g. the code allocation rate for your digital service or in case of anomalies concerning the Basic Monitoring (see chapter 3.1 *Basic Monitoring*).

3.7 Service Status

In the Service Status area of the Customer Centre you are provided with the following information in the overview of your digital service:


- **Participation status** with INFOOnline (registered, measurement running, etc.), with the IVW (registered, undergoing technical acceptance test, listed) and the AGOF (registered, undergoing quality assurance, published in digital facts)
- **Local list:** Information about the last edit of the local list
- **Domain management:** Status of your digital service in the IVW listing

3.8 Local list

In this module you can view the local list that we have currently saved for your selected digital service. Here you have the opportunity to edit, copy or view the history of the local list.

After processing by the INFOOnline Service & Support team, all changes to the existing local list will become valid for the measurement system.


Please note that editing your local list can have an immediate effect on measuring the usage of your digital service.

Further details about this and other functions are available via the Help option in the Customer Centre .

3.9 Domain Management


If your website is a “multi site” according to IVW guidelines, you can manage the different FQDNs (Fully Qualified Domain Names) of your site in this module (e.g. group/name groups) and view the data aggregated via FQDNs (page impressions) for a range of different periods of time.

The exact definition of a multi site can be found in Appendix 1 of the IVW guidelines.

Further details about this and other functions are available via the Help option in the Customer Centre .

3.10 Tag generator

The tag generator will create the tag required quickly and clearly with the site ID of the selected digital service. You choose whether the Frabo and/or MClient variable should be included and you can then generate the SZM tag 2.0 for your digital service with each code.

Further details about this and other functions are available via the Help option in the Customer Centre .

3.11 Order Centre

You have the following options in the INFOnline Order Centre:

- You can register your digital service for measurement
- You can book additional services for your digital service (e.g. provision of log file, XML download, app filter, etc.)
- You can register your digital service for quality assurance in the AGOF Service Centre using the contact form
- You can submit a request to our Customised Services (SZM)+custom) or to our Service Mapping team

3.12 Services

In the Services area, all of the services already booked for your digital service are displayed. You can find further information about the services you have booked in the service profile under the Services tab.


3.13 Service and customer profile

This area provides you with an overview of all of your customer and service details. The following information is available here:

- **Service profile:** All INFOOnline information about your digital service, including your allocated contact
- **Customer profile:** All of the master data about your company
- **Billing:** Charges for the measurement of your chosen digital service with INFOOnline including the bill recipient
- **IVW data:** Overview of your membership status of the IVW
- **AGOF data:** Overview of your participation status with the AGOF
- **Services:** All of the information about the services you have booked already, including costs
- **Contacts:** Contacts responsible for your company

You can view and maintain the information about your digital service in the service and customer profile. Please note that changes will only be visible after 24 hours.

Updating the relevant contacts for each digital service is very important as the named service and technical contacts for your digital service are those responsible under the customer contract. Statements that are sent to the designated e-mail address are considered to have been received.

Further details about this and other functions are available via the Help option in the Customer Centre .

3.14 Top downloads

You can obtain the top downloads for the status and type of your digital service here, i.e. the most important documents for your measurement.

4 Tools & services

In the following section we have compiled an overview of the tools and services available to you from INFOnline.

This relates to the IDAS front-end analysis tool that is available in the Customer Centre for statistical analysis of your digital service. We also provide you with the SZM checker and the log-file provision service for troubleshooting the measurement of your service.

4.1 IDAS (INFOnline Data Analysing System)

All relevant measuring data for your digital service is displayed in our INFOnline Data Analysing System (IDAS). As key figures for your measurement, we provide you with page impressions and visits as well as clients and user agents.

The data provided can be displayed in tabular form or in a range of graphic representations and can be exported as CVS or PDF files.

You can access the IDAS via the hot links in the Customer Centre.

4.2 SZM checker

The SZM checker offers all customers a way of receiving a record of incoming measurement impulses in the measurement system for a specifically triggered usage process in the digital service. With this tool you can check the correct implementation of the SZM Tag 2.0 in your digital service, for example.

You can access the SZM checker via the hot links in the Customer Centre.

4.3 Service XML download

INFOnline also offers you the option of automatically collecting the measurement data via our XML interface.

This is an additional service, subject to payment, which you can book easily via the INFOnline Order Centre.

4.4 Log file provision service

When measuring digital services, so-called log flow data, which can be provided to customers for troubleshooting purposes in the form of log files or other files, is generated in addition to the measurement data used for the production of IVW and/or AGOF figures. The log files contain the measurement impulse data that flows into the measurement system for a service.

On the basis of this service, you have the option to analyse the variable “comment” for the measurement of your digital service.

This is an additional service, subject to payment, which you can book easily via the INFOnline Order Centre.

5 Contact

You can contact the Service & Support Team any working day between 9 a.m. and 6 p.m. by telephone:

+49 (0) 228 / 410 29 – 77

e-mail for organisational queries: service@INFOonline.de

e-mail for technical queries: support@INFOonline.de

