INFOnline

Service Description

Code Monitoring

Contents

1 About this document

When categorising a site according to the category model KAT 2.0, the code is the smallest unit. In order to support customers in managing codes and adhering to code specifications, INFOnline offers the following services as part of the service *Code Monitoring*:

1. Monitoring of the code allocation rate per site and notification by e-mail as well as via INFOnline mailbox in the INFOnline Customer Center with a code allocation rate below 90%.

2. Identification of empty codes in IDAS and in the *Code Management* module of the INFOnline Customer Center by assigning the character string "Leercode_nichtzuordnungsfaehig".

3. Monitoring of active codes per site. If 3,000 active codes are exceeded, fees will be charged

This document describes the service *Code Monitoring* offered by INFOnline, the framework and conditions for its use, and the organisational and contractual terms and conditions.

2 Monitoring the Code Allocation Rate

2.1 Description of Service

The code allocation rate describes the percentage of the page impressions attributable to codes that were allocated according to category model 2.0. For each site, the allocation rate should ideally be 100%, but in no event fall below 90%.

In connection with the agof study, a code allocation rate below 90% indicates incomplete profiling and can result in non-publication. With IVW online, an inadequate allocation rate can result in a publication block for the affected site.

To ensure a sufficiently high allocation rate, INFOnline performs daily automatic monitoring, in the course of which the allocation rate of the previous day is analysed for each site. If the code allocation rate falls below 90%, the specified main contact as well as the technical contact of the affected site will be informed actively via e-mail. In addition, a message about the inadequate allocation rate for an affected site is placed in the INFOnline Customer Center.

2.2 Ordering and Technical Details of Service Provision

The service *Monitoring of the Code Allocation Rate* of a site need not be ordered separately, but is made available directly with the registration and the technical setting up of the site (= assignment of site ID).

2.3 Term and Cancellation

The service *Monitoring of the Code Allocation Rate* is made available under the standard customer contract. Accordingly, the term for the service starts with the registration and the regular setting up of a site for performing measurements using the SZMnG process and will end when the customer contract for the site is terminated. For this a period of notice of four weeks to the end of each quarter applies

2.4 Cost

No extra fees become payable for the service *Monitoring of the Code Allocation Rate.*

3 Identification of Blank Codes

3.1 Description of Service

A blank code is the result of an SZM tag being inserted incorrectly on the HTML page subject to measuring. Instead of a code name being assigned, the corresponding wildcard in the SZM tag is not filled (= empty string), which means that the HTML page call is transmitted to the measurement system with a so-called blank code.

To allow transmitted blank codes in IDAS and in the KAT 2.0 Code Management module of the INFOnline Customer Center to be identified and represented, INFOnline automatically affixes character string "Leercode_nichtzuordnungsfaehig" to blank codes upon receipt in the measurement system. This also makes it possible to view the page impressions attributable to the blank codes as well as the dates when the blank code appeared for the first and last time.

3.2 Ordering and Technical Details of Service Provision

The service *Identification of incoming blank codes by affixing an identifier* need not be ordered separately, but is made available directly with the registration and the technical setting up of a site (= assignment of site ID).

3.3 Term and Cancellation

The service *Identification of incoming blank codes by affixing an identifier* is made available under the standard customer contract. Accordingly, the term for the service starts with the registration and the regular setting up of a site for performing measurements using the SZMnG process and will end when the customer contract for the site is terminated.

3.4 Cost

No extra fees become payable for the service *Identification of incoming blank codes by affixing a designation*.

4 Monitoring of Active Codes

4.1 Description of Service

A site may comprise a maximum of 3,000 active codes. Codes are described as active if there has been at least 1 page impression for them during the previous 90 days.

The monitoring comprises the display of the active codes on the dashboard of the INFOnline Customer Center, updated daily. In addition, the number of active codes per site is checked regularly at the beginning of the month and the owners of sites with more than 2,800 active codes are notified automatically.

4.2 Ordering and Technical Details of Service Provision

The service *Monitoring maximum number of active codes* need not be ordered separately, but is made available directly with the registration and the technical setting up of your site (= assignment of site ID) via e-mail as well as in the form of a message and portlet display in the INFOnline Customer Center.

4.3 Term and Cancellation

The service *Monitoring of active codes* is made available under the standard customer contract. Accordingly, the period of validity for the service starts with the registration and the regular setting up of a site for performing measurements using the SZMnG process and will end when the customer contract for the site is terminated.

4.4 Cost

Should the specified maximum number of 3,000 active codes be exceeded, the following fees will be charged per site:

Number of active codes	Fees per quarter & site
up to 3,000 active codes	free
3,001 – 5,000 active codes	€50
5,001 – 8,000 active codes	€100
8,001 – 10,000 active codes	€300
from 10,001 active codes*	€300

(*) Please not, that the data processing, the display of your site and the use of INFOnline tools is only functional if **less than 10,000 codes are displayed in the Customer Center. If there are more codes, the data processing and functionality of the tools cannot be guaranteed.**

If you use too many codes in the Customer Center, please contact our support (support@INFOnline.de) so that the codes can be deleted from the system. Please note that the deletion is a fee-based service.

Please contact our support for more information.

5 Contact

You can contact the Customer Service team from Monday to Friday from 9 a.m. to 6 p.m. via

Telephone: +49 (0)228 / 410 29 – 77

E-mail for organisational queries: service@INFOnline.de

E-mail for technical queries: support@INFOnline.de