

INFOOnline Fact Sheet

Multistage Client & Visit Detection

Description of Multistage Client & Visit Detection (for web & MEW)



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1 Introduction

This fact sheet about **Multistage Client & Visit Detection** (MCVD) is designed to give you an overview of this **extension** to SZM measurement in terms of identifying clients & visits for your site (web, MEW (mobile-enabled website)).

Exactly what the extension looks like, why it may be necessary and how activation will be implemented in your site (web/MEW) will be described in more detail in the following chapters.

Of course, if you still have any questions, feel free to contact our Customer Service team. Contact details can be found on the last page of this fact sheet.

2 Multistage Client & Visit Detection (Web + MEW)

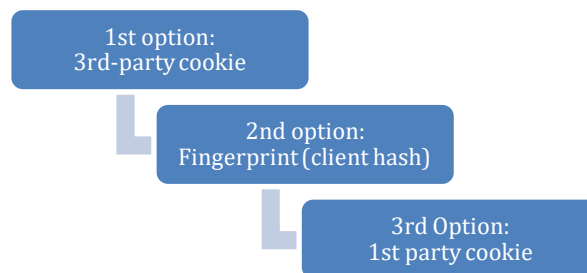
2.1 What does Multistage Client & Visit Detection mean?

Multistage Client & Visit Detection (hereinafter referred to as **MCVD**) is an extension of the SZM measurement process to optimise determination of **Client** and **Visit** performance indicators.

This add-on to SZM measurement determines clients and visits as accurately as possible, even in environments with low acceptance of 3rd-party cookies and weak data protection-related fingerprint features for the established hash method.

MCVD is a multi-stage process in which, in addition to the characteristics already described for determining clients and visits, a **1st party cookie** can also be used to differentiate a client hash more accurately.

If you have activated this option for your site, this 1st party cookie can be used when a client does not accept 3rd party cookies and recognition via a client hash in a special environment should only be possible to a limited extent.



The method for detecting client and visitors is always selected based on its level of accuracy - site-independent detection via 3rd-party cookies still prevails. The fingerprint can be differentiated more accurately using the 1st-party cookie, so clients and visits can even be collected in more difficult environments.

2.2 Why is MCVD important?

As an experienced measuring service provider, we at INFOonline continuously monitor technical changes on the market. Of course, we specifically look at changes that have or could have a direct or indirect impact on the measurements collected via the SZMnG (new generation of scalable central measuring procedures).

In addition to the new data protection rules to comply with GDPR and technical changes in the market - e.g. in the mobile environment in some Safari browsers - particularly in preparation for upcoming browser updates (e.g. Firefox version 65), we have thus been prompted to also implement advanced client and visit recognition. Collecting these important performance indicators capitalises on strong recognition features.

We therefore recommend that you activate MCVD on your site (web + MEW).

3 How do I activate MCVD?

3.1 How do I activate MCVD?

Activating MCVD as an extension to the existing client and visitor detection can be implemented by a minor adaptation of your integrated SZM tag. All you have to do is add the new parameter "**sc**" (**set cookie**) in your tag. The MCVD process is activated by assigning the value "**yes**" to the "**sc**" parameter (see integration examples). This extension should be carried out across the site as much as possible. Once this has been done, an additional 1st party cookie will be set for clients visiting your site. MCVD is now activated on your site. Please note that activating MCVD will regularly set a 1st party cookie and send it to the measuring system. The transfer of 1st-party cookie information is independent of whether the 1st-party cookie is actually used for determining visits and clients within the MCVD procedure (see Section 2.1). Based on this additional information, we recommend you adapt your data protection declaration (DPD) as described in Section 4.2.

When activating MCVD by setting the new parameter "sc", information on the 1st party cookie is forwarded to INFOnline as well as to further processing service providers and systems.

After initial activation for a client, MCVD is used across the domain.

Once a 1st party cookie has been registered for a site domain, the cookie information will be included in future requests for that domain.

In future, the "sc" variable will be used for information transfer to the 1st party cookie. Please only use the parameter for information transfer to the 1st party cookie.

3.2 Note on MCVD activation in measuring system from 2nd January 2019

3.2.1 MCVD activation for SZM measurement

After MCVD is activated for the measuring system by INFOOnline on the **2nd January 2019**, the additional 1st party cookie information can be used for determining clients & visitors. Assuming that MCVD is used on your site according to Section 2.1.

Possible effects of MCVD on visits and clients to your site are dependent on the site structure and individual usage patterns (for example, which browsers your site is accessed from) and are explained in the INFOOnline tools (IDAS).

3.2.2 Only with IVW participation: MCVD activated for IVW publication

After INFOOnline activates MCVD in the measuring system on the **2nd January 2019**, **the visitor values captured by MCVD for the monthly IVW publication will also be processed.** Possible effects of MCVD on visits to your site are dependent on the site structure and individual usage patterns (for example, which browsers your site is accessed from). Visits captured by MCVD will be able to be taken into account for the first time in February 2019, when the January 2019 measuring month is published.

3.2.3 Only with agof participation: MCVD test run for the agof daily digital facts study

MCVD will initially be tested in a separate system for the **agof daily digital facts study** (ddf) from January 2019 and not yet used for daily processing in ddf. Information about proceeding with the ddf will be published in January.

3.3 Integration examples

Parameters and variables for MCVD activation:

Integration example:

HEAD integration:

```
<script type="text/javascript" src="https://script.ioam.de/iam.js"> </script>
```

BODY integration:

```
<!-- SZM VERSION="2.0" -->
```

```
<script type="text/javascript">
```

```
var iam_data = {
```

```
"st": "infonlin", // site/domain
```

```
"cp": "EXAMPLE", // code
```

```
"sv": "ke", // No invitation ad is delivered
```

```
"co": "comment", // comment
```

```
"sc": "yes"
```

```
}
```

```
iom.c(iam_data, 1);
```

```
</script>
```

```
<!--/SZM -->
```


4 What else do I have to take into account when activating MCVD?

4.1 Please let us know!

In order to ensure that activating MCVD and the subsequent procedures goes as smoothly as possible, please tell us if you use MCVD on your site. Just send a short message with your site ID(s) to support@INFOOnline.de. We are happy to assist with any queries.

4.2 Adapting the data protection declaration (DPD)

If you would like to use MCVD on your site, we recommend that you not only activate the extension in the tag, but also adapt your **data protection declaration** (DPD).

We have adapted our draft data protection declaration (web) for you.

The following bold text elements were added to the web data protection declaration in Section 2 *Type of data* under the bullet point "a randomly generated client identifier":

*"To allow computer systems to be recognised, further processing uses either a **third-party cookie**, a **first-party cookie**, a local storage object or a signature that is compiled from diverse information from your browser that is transmitted automatically."*

4.3 MCVD checklist for your site

- 1. Adjustments made to your **data protection declaration** (DPD)
- 2. Notified INFOOnline about MCVD **activation** at support@INFOOnline.de
- 3. Activated MCVD in SZM tag on entire site ("**sc**":"**yes**")

4.4 Overview of MCVD schedule

- ✓ **30 November 2018** **INFO**Online:
E-mail announcement about update to the central INFO
- ✓ **6 December 2018** **INFO**Online:
New version 412 of the central JavaScript adopted in the measuring system
- ✓ **14 December 2018** **INFO**Online / IVW / agof:
Mailing about MCVD to all customers
- **From 14 December 2018** **Customers:**
MCVD can be implemented in the SZM tag
- ✓ **2 January 2019** **INFO**Online:
 - Customer information on MCVD activation (email)
 - MCVD activated in measuring system**IVW:**
 - MCVD development for IVW publication**agof:**
 - Trial run of MCVD; still no MCVD development for ddf
- **tbd** **INFO**Online /agof:
 - Customer information on processing MCVD in ddf

5 Contact

Our Customer Service team is available every working day between 9 a.m. and 6 p.m. by

Phone: **+49 228 / 410 29 – 77**
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