

INFOonline

Integration Guide

Newsletter measurement



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1 About this document

This document describes the technical integration of newsletter measurement into your usage measurement, together with the limiting and framework conditions for the use of this measurement variant.

2 Technical integration

2.1 Preliminaries

2.1.1 Limitations when using newsletter measurement

The standard SZM Tag 2.0 used is based on JavaScript technology, which allows for reliable and scalable usage measurement.

In order to enable HTML newsletters to be measured, a functionally limited http request that does not use JavaScript is used. This type of measurement entails a number of limitations that are the result of the lack of JavaScript functionality:

- no collection of URLs or referrers with data privacy-compliant automatic truncation
- no collection of screen resolution or colour depth
- DNT (Do Not Track) not taken into consideration
- poorer client resolution, e.g. no separation in the case of no-cookie clients concealed behind proxies
- reduced capacity to detect fake or robot requests

These technological limitations could, under certain conditions, have negative effects on the usage values determined for your digital service (e.g. lower number of clients detected).

2.1.2 Organisational requirements

NOTE

- Newsletter measurement must be registered with INFOnline by e-mail to support@INFOnline.de

2.1.3 Technical requirements

No special technical requirements must be met in order to use newsletter measurement.

2.2 Integration

The SZM Tag 2.0 for HTML newsletter measurement consists of a simple http or https request that is integrated into the body section of the newsletter.

BODY INTEGRATION (http)

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

NOTE

- In order to ensure accurate measurement, make sure that the SZM Tag 2.0 is transferred unchanged into the source text of the newsletter that is to be measured.
- Only the specified variables may be changed.
- Line breaks and the use of upper and lower case letters must be retained!

2.2.1 Significance of the variables in the SZM tag

The following variables are to be adjusted appropriately when integrating the newsletter tag into your newsletter:

Abbreviation	Meaning	Description	
st	Site ID (site / domain) in the example under Integration marked with site ID	The site ID assigned to your digital service; this is created and uniquely assigned by INFOnline; the ID is a maximum of 8 characters long.	
np	Code in the example under Integration marked with page code	<p>The code can be freely determined by the provider and serves to identify its tagged newsletters in the measurement system.</p> <p>The code is the basis for the subsequent category classification in the INFOnline (KAT 2.0) Customer Centre.</p> <p>The code may contain a maximum of 255 characters and may only contain alphanumeric characters; the following special characters are permitted: ', ' / ' - ' _ ' .</p> <p>The total number of active codes for the digital service should not exceed 3,000. The use of more than 3,000 active codes is subject to a charge.</p> <p>NOTE: For test purposes, “np” can be replaced by “xp”. In this case, the requests from the measurement system will be rejected.</p>	

2.2.2 Attention

All of the codes used for newsletter measurement are given the "PUSH_" prefix when entered into the measurement system.

Example:

You use the following call in the HTML source code for the newsletter e-mail:

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

When the newsletter e-mail is opened by a user, a measurement impulse containing the code **NLCODE123** is sent to the measurement system.

The measurement system automatically adds the "PUSH_" prefix to the code when registering the measurement impulse: **NLCODE123** becomes **PUSH_NLCODE123** in the measurement system.

The **PUSH_NLCODE123** code is used throughout all downstream systems such as

- the code allocation system in the Customer Centre 2.0
- IDAS analysis
- submitting data to IVW and AGOF

NOTE: Please bear this in mind especially when allocating codes in the category system 2.0, which is done in the INFOnline Customer Centre. (Code Management).

3 Contact

You can contact the Customer Service team any working day between 9 a.m. and 6 p.m. by telephone: +49 (0) 228 / 410 29 – 77

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