

The ABCe Associate Subscriber Scheme

The ABCe Associate Subscriber Scheme encourages suppliers to the digital industry to visibly support industry agreed standards. ABCe delivers accreditation to these service providers to ensure their products are capable of compliance with the industry agreed standards set by JICWEBS (www.jicwebs.org).

Associate Subscribers help their clients achieve ABCe certification to confirm that their reporting complies with the industry standards.

Associate Subscribers can also participate in the Internet Technical Group (ITG) meetings which are designed to ensure all clients and their agents may participate in developing and evolving the industry agreed rules and methodologies.

Suppliers to the digital industry which are eligible to join this scheme include:

- Web Analytics providers
- Ad Serving providers
- Hosting/Internet Solution providers
- Online Publishing Platform providers
- Advertising Agencies
- Advertising Exchange Platform providers

Frequently Asked Questions

What are the levels of accreditation?

1-star - has successfully completed an ABCe evaluation and can deliver auditable data to industry agreed standards.

2-star - has successfully delivered auditable data for a client completing an ABCe audit to industry agreed standards and publishing an ABCe audit certificate.

Please note:

A 2-star accreditation for an ABCe Associate product means that the product is capable of delivering *auditable* data. It does NOT deliver *audited* data. Only a third party check by an independent auditor, such as ABCe, will deliver audited data.

Is it cheaper to use a 2-star accredited Associate?

ABCe audit fees are typically reduced by 25% if using a 2-star accredited Associate product.

Does the Associate charge for supporting an audit?

There may be additional fees; this depends upon your support contract with your web analytics supplier. Any such fees are the sole responsibility of the Site Publisher. You need to ensure all requirements for ABCe auditing are covered by your SLA with the Associate.

We are using an ABCe 2-star accredited product, so why do we need an audit?

An ABCe accredited product has proven that it is capable of collecting auditable data. This does not mean that the data collected, and the reports produced, are automatically correct. Because every website is different and changes frequently,



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every implementation of an analytics product is also different. Thus, the data needs to be independently checked by ABCe to ensure that it complies with the JICWEBS industry-agreed standards.

General Notes for each 2-star accredited Associate product

These notes are given in alphabetical order. The listing shows the company, the accredited 2-star product, the URL of the company's website and additional notes, followed by a contact name and email address.



Foviance Limited, WebAbacus, www.webabacus.com

A data analytics tool that can process either web server log files or page tag log files. It can be self hosted or delivered as a managed service. If using page tagging be sure to confirm prior to the audit month that the log data is being captured and will be retained for supply to ABCe. A full month's web server log files or page tag log files, as applicable, should be provided to ABCe either by the Site Publisher or by Foviance (the latter is dependent upon a support contract being in place with Foviance).

Sean Burton: sean.burton@foviance.com



Intellitracker Limited, Intellitracker Enterprise, www.intellitracker.com

An outsourced Application Service Provider (ASP) page tagging service. Always confirm prior to the audit month that the log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a UserID+date file and 3 sample days' data) can be generated by Intellitracker for the audit month on request. Contact:

Simon Roberts: sroberts@intellitracker.com



ISSEL Limited, Pilot HitList, www.issel.co.uk

A self hosted software analytics tool that is usually used to process either web server log files or packet sniffed log data. Always confirm prior to the audit month that the log data is being captured and will be retained for supply to ABCe. A full month's filtered data (and sample raw data) should be provided by the Site Publisher.

Bjorn Svensson: bjorn@issel.co.uk



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ISSEL Limited, ISSEL Log Companion, www.issel.co.uk

A simple filtering script that can be used by the Site Publisher to process web server log files. Always confirm prior to the audit month that the web server log file data is being captured in the required format and will be retained for supply to ABCe. A full month's filtered web server logs and sample raw log files should be provided by the Site Publisher.

Bjorn Svensson: bjorn@issel.co.uk



Maxsi Limited, eVisit Analyst, www.evisitanalyst.com

A self hosted software tool that can be used to process either web server log files or page tag log data. Always confirm prior to the audit month that the log data is being captured in the required format and will be retained for supply to ABCe. A full month's web server log files or page tag log files (as applicable) should be provided by the Site Publisher.

John Mawson: jm@evisitanalyst.co.uk



Nedstat Limited, Sitestat 5 or higher, www.nedstat.com

An outsourced (ASP) page tagging service, a full month's page tag log can be provided by Nedstat on request. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. In addition, an "ABCe Module" is required to support the ABCe audit and must be implemented prior to the audit month. Appropriate audit data (a full month's page tag log dataset or 3 sample days' data and a UserID file per day) can be produced by Nedstat for the audit month on request.

Bettina Harm, support@nedstat.com



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ABCe

Associate Subscribers Explained



Nielsen Online, SiteCensus, www.nielsen-online.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a full month's page tag log dataset or 3 sample days' data and a UserID file per day) can be produced by Nielsen for the audit month on request.

Contact: Raj Dubasia, Raj.Dubasia@nielsen.com

OMNITURE®

Omniture Inc., SiteCatalyst HBX, www.omniture.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a full month's page tag log dataset or 3 sample days' data and a UserID file per day) can be produced by Omniture for the audit month on request. Logging must be activated in advance of the audit period.

Paul Kirk: pkirk@omniture.com

Omniture Inc., SiteCatalyst 10, www.omniture.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a full month's page tag log dataset or 3 sample days' data and a UserID file per day) can be produced by Omniture for the audit month on request.

David Brown: dbrown@omniture.com

SAGE METRICS

SageMetrics, SageAnalyst, www.sagemetrics.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a full month's page tag log dataset or 3 sample days' data and a UserID file per day) can be produced by Sagemetrics for the audit month on request.

Benoît Droulez, bdroulez@sagemetrics.com

Industry agreed measurement



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Associate Subscribers Explained



Site Intelligence Limited, VBIS, www.site-intelligence.co.uk

A data analytics tool that can process either web server log files or page tag log data. It can be self hosted or delivered as a managed (ASP) service. Always confirm prior to the audit month that the log data is being captured in the required format and will be retained for supply to ABCe. A full month's web server log files or page tag log dataset can be provided to ABCe either by the Site Publisher or by Site Intelligence (the latter is dependent upon a support contract being in place).

Chris Brown, chris.brown@site-intelligence.co.uk



speed-trap.com Limited, e-intelligence suite, www.speed-trap.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a full month's page tag log dataset or 3 sample days' data and a UserID file per day) can be produced by speed-trap for the audit month on request.

Dave Vodden, david.vodden@speed-trap.com



WebTrends Inc, WebTrends On Demand (versions 7 or 8), www.webtrends.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured. Also note that this data is typically only retained for a period of only 14 rolling days, hence this data must be downloaded and retained by the Site Publisher. Appropriate audit data (a full month's page tag log dataset) can be produced by WebTrends for the audit month on request.

Conrad Bennett, conrad.bennett@webtrends.com

WebTrends Inc, Software (versions 7 or 8) with SDC, www.webtrends.com

A self-hosted software tool that must be used with SDC (SmartSource Data Capture, the WebTrends proprietary page tag). Always confirm prior to the audit month that the page tag log data is being captured in the required format and will be retained for supply to ABCe. A full month's page tag dataset can be provided by the Site Publisher.

Conrad Bennett, conrad.bennett@webtrends.com

Industry agreed measurement



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ABCe

Associate Subscribers Explained



WebtraffIQ Limited, WebtraffIQ, www.webtraffiq.com

An outsourced (ASP) page tagging service. Always confirm prior to the audit month that the page tag log data is being captured and will be retained for supply to ABCe. Appropriate audit data (a full month's page tag log dataset or 3 sample days data and a UserID file) can be produced by WebTraffIQ for the audit month on request.

Jasper Hargreaves, jasper.hargreaves@m-w.co.uk

Please Note:

- The above information is correct as of the date of publication of this guide, but is subject to change at any time. ABCe therefore advises you to check that you have the most up-to-date information.
- Support for the ABCe audit by the Associate is dependent upon the contractual relationship between the Associate and the Site Publisher.
- Fees may be levied by the Associate for the support of ABCe auditing. These are wholly a matter between the Site Publisher and the Associate and are not the responsibility of ABCe.

Find out more ...

If you have questions, or would like more information on ABCe or the accredited ABCe Associate Subscribers, please contact:

ABCe

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