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## ABC Consumer Magazines Reporting Standards (UK)

This document provides details of a new metric that you can report for online products in the ABC Consumer Magazine sector. You can view the updated ABC Reporting Standards on our [website](#).

### Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager, Charlotte Brown ([charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk)) or any member of the ABC team.

### Google Analytics users

In order to demonstrate the reach of your online products you now have the option to report Users, as measured by Google Analytics, on an ABC Brand or Group Report. This will appear as a single figure, like we currently do with Social Media metrics such as Facebook Likes or Twitter Followers.

This is a cost-effective alternative to our Web Traffic certificate, which is still available if you wish to provide more detailed information about website or app activity.

### Points to note

- This is a different measurement to 'Unique Browsers' under our Web Traffic Standards.
- To provide a consistent approach our checking will verify certain configuration settings applied to the account and that the data reported is as reported by the Google Analytics dashboard/report.
- Our checking will not verify the authenticity of the original activity as log file data is not being reviewed.
- We have limited the metric available to 'Users' to broadly equate to the established concept of a mandatory measure of reach and also to preserve the cost-effectiveness of this offering.
- The Users figure can be reported for a single month or any combination of consecutive calendar months, up to a maximum of 12.

If you would like to discuss reporting Google Analytics please contact Charlotte Brown, [charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk).

The detail of the rules for this metric are shown overleaf.

trust in media

# GOOGLE ANALYTICS - USERS

## DEFINITION

The reporting of a product's reach, as sourced from the standard Google Analytics (free) solution i.e. where the enhanced Google Analytics 360 (paid) solution is not employed and raw data is therefore not available.

## PRINCIPLES

1. **Prior notification of Google Analytics claims are required**
2. **The Google Analytics metric will be reported separately and as per Google Analytics dashboard/report**

## REQUIREMENTS

1. **Prior notification of Google Analytics claims are required**
  - a) You must obtain ABC's agreement in advance that your claim is capable of being properly recorded and checked. You will need to:
    - i) Confirm the particular product(s) to be certified, according to how it is reported on the Google dashboard.  
*For example domain(s) or App Name(s)*
    - ii) Provide us with ongoing access to the relevant Google dashboard in order to confirm configuration settings
2. **Google Analytics metric reported separately and as per Google Analytics dashboard/report**
  - a) The Google Analytics metric count reported:
    - i) Will comprise the Google Analytics count of Users
    - ii) Will be as generated by the Google Analytics dashboard/reports for the specified product
    - iii) Will be for a defined Reporting Period of a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12)
    - iv) Must be configured within the Google Analytics settings to exclude:
      - o known bots and spiders
      - o internal traffic (generated by users who maintain, develop or author the product)
  - b) Our checking will not verify the authenticity of the original source data included in the count(s)
  - c) Data for different products (e.g. a network) will not be reported in an aggregated manner, other than that already done within the Google Analytics tool
  - d) The Google Analytics User metric will be reported on an ABC Brand or Group Report

## REPORTING

You will report Google Analytics metric as follows, which will be reported on the Brand or Group Report:

1. Google Analytics 'Users' count for the defined Reporting Period by product(s)

## GUIDANCE

2. **Google Analytics metric reported separately and as per Google Analytics dashboard/report**
  - a) We will ordinarily need to access to the relevant Google Analytics dashboard(s) in order to confirm reported metric counts and settings. Any alternative verification method may be agreed at our discretion.