DATA FORENSICS: THE MEDIA KITCHEN APPROACH

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We ensure our clients' sites only carry active, meaningful tracking in place

What is often overlooked in media executions is proper data forensics on the brand site to maintain the site's data/pixel hygiene, which can affect both the user experience and ad performance. Fully understanding how data flows through the brand site for advertising purposes establishes a strong foundation for highly efficient media campaigns.

CREATING A LEAN, EFFICIENT SITE TRACKING SETUP

With a plethora of ad platforms in the space, maintaining existing relationships while testing new partners can result in piles of pixels building up on the brand site. Oftentimes, pixels from the past are left on the site, serving zero purpose, and/or pixels from a completed test remain even when the campaign is inactive. We ensure our clients' sites carry only active, meaningful tracking in place through ad server containers or tag management platforms.

I We manage a site pixel map

The last thing we want is for advertising pixels to slow down user experience or befuddle our clients by constantly being added and removed without clear direction. The site's pixel setup must mirror all currently active campaigns, and the clients must also know each pixel's exact function. We make sure the client and the client's web team are always up-to-date on the site's tracking setup.

II We de-duplicate

Quite frankly, there are far too many ad platforms that do the same thing. When we assemble our clients' ad tech stack, we not only ensure the platforms are best-in-class, but also make sure to take a minimalist approach to tracking pixels. For example, there must be a compelling reason to have multiple prospecting/remarketing pixels.

III We monitor uninvited tracking

Once tracking pixels are vetted and implemented on brand sites, there will be instances of non-vetted and non-approved pixels firing when a user visits. This occurs when an approved platform allows its partner to collect particular data to enhance the product's offering. This can be troublesome, especially for clients who are sensitive to protecting their users' privacy. As an agency, we ask all of our partners to list other 3rd-party pixels that will appear on the brand site, to describe the purpose, and to label every type of information that is collected by these partners.

HYGIENIC DATA TRANSPARENCY

TMK takes a rigorous approach to setting up and maintaining our clients' tracking solution, as it ultimately prescribes the overall narrative of our media strategy. Having full visibility into how our clients' site data is being leveraged by specific ad platforms helps us define clear roles for each partner, and allows us to properly apply insights from campaigns across our ad tech stack more effectively.

We have also invested in a tool that visualizes every touch point involved in serving display/video ads. For instance, we can see exactly which supply-side platforms (SSPs) and demand-side platforms (DSPs) are transacting in the exact chronological order. This is pivotal in making sure our ads are not being handed off to unknown parties (helps avoiding bot traffic), and most importantly, ensures the clients' site data is not being abused in any way or form.

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For more information about Data Forensics please contact us at
info@mediakitchen.com