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On-Site Advertising

Version 1.0

This document outlines the tagging strategy to use when deploying promotions within the Mozilla web universe that directs users to other sites that are also within the Mozilla web universe.

Business Situation and Goals

Mozilla operates a number of related but separate web sites, collectively known as the Mozilla web universe, that establish a web presence for the various products, services, and projects produced by the Mozilla foundation. From time to time, promotional content is deployed to one or more sites with the intent to generate traffic to a particular project that is being highlighted at the time. For example, with the release of Firefox 4, several banner ads will be deployed on various Mozilla sites directing users to the Firefox 4 sites.

This tagging strategy is intended to collect information on the success of those efforts, allowing us to segment data by the banner being deployed, the site displaying the cross-promotional content, and the site that should be receiving that traffic, with maximum flexibility in reporting.

On-Site Advertising

It should be noted that the term "on-site advertising" is used frequently within this document. This indicates only that it is advertising located on a Mozilla property, and directs users to a landing page which is also on a Mozilla property. This type of advertising is meant to channel existing Mozilla visitors to specific offerings, and is distinct from external marketing efforts that are meant to increase the number of visitors to Mozilla properties overall. It does not mean that this solution should be limited to ads that direct visitors only to the same site – only that it should be for ads that direct visitors to other locations within the Mozilla web universe.

Data Collection

To enable the full range of reporting, both impressions and clickthroughs will be captured for each advertisement.

Impressions

When a page is rendered that displays one or more on-site advertisements, a metatag (WT.ad) will be rendered on the page that indicate which advertisement(s) are present on the page. Such a metatag may look like this:

<meta name="WT.ad" content="Firefox\_4\_banner" />

If multiple advertisements are deployed to the same page, then multiple ad IDs can be included, separated by semicolons. For example:

<meta name="WT.ad" content="Crash\_Protection;Firefox\_4\_Banner" />

If a rotating banner ad is being deployed, or some other situation in which different ads might be displayed with successive page views, some additional programming will be needed to ensure that the correct metatag is rendered for the advertisement being displayed.

If rendering a metatag is not practical for a given situation, this data can also be populated via JavaScript. In this case, contact your Webtrends Technical Account Manager to discuss the specific situation so that code can be generated to suit.

Clickthroughs

While there are different ways to capture clickthrough data, the method that best matches the needs of Mozilla is to capture a click event when the advertisement is clicked on. This means that an onclick event will be added to the anchor tag that calls the Webtrends dcsMultiTrack function. General use of this function is described in an additional document.

With this function call, any number of parameters may be specified, but the parameters important for these events are summarized in the following table:

|  |  |
| --- | --- |
| **Parameter** | **Value** |
| DCS.dcssip | The domain name of the destination of the link (the ad's landing page).  |
| DCS.dcsuri | The URI stem of the destination of the link (the ad's landing page). |
| DCS.dcsqry | The query string for the destination of the link (the ad's landing page), if any. |
| WT.ti | The link title. Typically, this is the string "Link:" followed by the text being linked, or the alt attribute of an image being clicked on.  |
| WT.dl | Set to "99" to identify an on-site link click. |
| WT.nv | (Optional) The named div or table node containing the link. |
| WT.mc\_id | Set to an empty string. This avoids double-counting any campaign traffic.  |
| WT.ac | The advertisement ID. This should match the WT.ad value used to capture the impression (see below). |

Any parameters set when the parent page is loaded will also be passed along with this event, such as session tracking parameters and other visitor data. If any parameters are set with the initial page load that should not be included with this event, then they can be set to an empty string with the dcsMultiTrack function call. Additional parameters may also be included, such as parameters that capture conversion event data or populate other reports.

Taxonomy

Some care should be taken when choosing the proper ad ID (WT.ad and WT.ac value) for a given advertisement. Names should be meaningful and recognizable when reading reports that contain that value. If there are only a few dozen advertisements running at a single time, then management of these values is very easy. If there are more than a few dozen, and especially if there are a hundred or more, then time should be taken to develop a naming scheme and a process so that identifiers can be organized and useful.

Granularity is also something to be decided consciously. Best practice is typically for a single identifier to be used for each creative, even if that creative is displayed in multiple locations. This allows the success rate of that creative to be easily summarized, while we can still segment that data by the URL of the page displaying the ad.

Reporting

This approach allows for a wide variety of different reporting options. Impressions and clickthroughs for each advertisement could be segmented by the URL where the ad is shown, the destination URL, or by other criteria such as search phrases, campaign ID, etc. Two reports which are likely to be of immediate use are shown below.

On-Site Advertising

This is a straightforward report that shows a list of the advertisements along with impressions and clickthroughs for each.



One possible variation to this report would be the addition of a calculated measure for clickthrough percentage.

On-Site Ads by URL

This report summarizes the performance of each advertisement segmented by the URL where the ad has been placed. For ads which are displayed on more than one page, this report will show whether the ad is more successful on one site than another.

