podsights

Starter Pack

Your one-stop shop to get started!

 We recommend that all clients read and refer to the Starter Pack to ensure that you're set up for success.

All of this information is also viewable and shareable via our <u>Help Center</u>.

Last updated: February 2023

Unleash the Information!

All that you will find in this Starter Pack

-> Click to jump to each section

Welcome to Podsights!

- <u>1 Platform, 3 Core Features</u>
- <u>Methodology</u>



For Agencies

- Getting Started...
- <u>The Campaign Journey</u>



For Advertisers

- Getting Started...
- <u>Pixel Overview</u>
- <u>The Campaign Journey</u>



For Publishers

- <u>Getting Started</u>...
- <u>The Campaign Journey...</u>



Analyze Your Results



Welcome to Podsights!

If you received this Starter Pack, you mostly already know who we are and what we do. In case that is not the case, here's a little introduction.

1 Platform with **3 Core Features**



Methodology

Podsights performs household level attribution utilizing household matching, cross-device graphs, custom URLs, and discount codes





For Agencies

- → <u>Getting Started...</u>
- → <u>Pixel Overview</u>
- → <u>The Campaign Journey</u>
- → <u>Analyze Your Results</u>
- → <u>FAQs</u>
- → <u>Additional Resources</u>

Getting Started Checklist

For Agencies

Step #1) Create an account

• Is it your first time here? Sign up: https://dash.podsights.com/signup

Step #2) Invite campaign stakeholders

- Invite your colleagues to join your agency account. Learn how <u>here</u>.
 - Head to Manage > Your Members > Invite Member
- New Advertiser? Invite your advertiser client to Podsights. Learn how here.
- Active Advertiser? Ask your advertiser to grant you 'Manage' access. Learn how here.

Step #3) Create & install your advertisers' Podsights pixel

- You can find step-by-step instructions on how to do so here or here.
 - The Podsights pixel can be placed on the client's website, via mobile app integration, or on a podcast's RSS feed.
 - Best Practice Tip: Install any event you may want to measure. It is always better to have *more* data than no data.
- Jump to **<u>Pixel Overview</u>** for additional information on the Podsights pixel.
- View the Advertiser's Verified Events table to ensure the pixel is firing
- View the Advertiser's Debugger to ensure the website data is returning to Podsights as you'd expect to see it. Learn to use the Debugger <u>here</u>.

Getting Started Checklist

For Agencies

Step #4) Launch Campaigns

• To launch a campaign, please jump to The Campaign Journey

Step #5) Analyze

- As an agency, you can analyze your client's data by clicking into their brand dash via your Home page. You can analyze your campaign performance using these products:
 - 01) Campaign Dashboards
 - 02) Reports
 - 03) Lift Reports

Attribution Campaigns

View an **overview** of performance across multiple campaigns and publishers. Use this view to help guide your analysis and to check on campaign status.

Sort and filter by Publisher, campaign state, date range, metrics, and more.

Using the Dashboard, view high-level KPI's within the **Campaigns** tab, and/or dig into additional KPIs by selecting a campaign.

	dsights	Q Search							. 0	₽	Invite
	Home	Campaig	ns			•					
∻	Discover	Attribution	Campaigns								
୬	Plan	Q Search	h campaign								
	Measure ^	Tags 🗸	Publishers 🗸	State: 2 v	Impressions v	Created: 06/06	/19 - 12/13/22 、				
	Campaigns	Campaign		Publisher	State 🗸	Impressions	Reach	Frequency	Total Spend	CR	Ends
	Insights	Plan test 5.	10 part 2	NPR	PENDING	0	0	0	\$74,958	0%	Dec 30, 202
	Lift Reports	Vanity Fair	Podcast Example	Condé Nast	• LIVE	116,773	49,208	2.37	\$100	0.02%	Feb 28, 2023
3	Reports	test MP 8.1	(pt2)	*Pedro Podsights	• LIVE	0	0	0	\$2,875	0%	Dec 30, 202
õ	Manage			aignea							

• To dive deeper into your dashboard view, learn more <u>here.</u>

Campaign Overview

The most common campaign KPIs can be seen within the **Overview** section in your Podsights dashboard under the **Measure > Campaign Tab** > then click into your clients campaign(s).

Using the Dashboard, view an overview of performance across multiple campaigns and publishers.

Here you can see a brand and agencies view of a campaigns dash. The overview tile lays out that important metrics of your campaign such as:

- Conversion Rate
- Frequency
- CPM
- Impression
- Rate

 Households Reached
 - Visitors
 - Spend to date
 - Purchases (if you choose to track this metric)

In your view, you will see a **conversions** tab that is private to the brand. **Publishers do not have access to this** or any revenue information unless you grant them approval.

podsights		Q Search					÷	0 =	÷ Invite σ
ඛ	Home	Campaigns > Campaign							
♦	Discover	Name_lo_Q3							
Ø	Plan	Overview Conversions Over	Ad Placements	Locations F	Players Frequency	Lift			
	Measure ^	Impressions		Visitors @			Conversion Rate		
	Campaigns	6,644,371	53 House	olds that visited the site	or app.	0.01% Percent of household	s that visited	the site or app	6.41 Number of time
	Insights	3322% of 200,000							
	Lift Reports	Households Reached	\$10.0	000 Spend to Date @		\$1.51 CPM 0			
₫	Reports	1,036,265	¢10,		-	VIII OF M O			
0	Manage								
Q	Research								

--- To dive deeper into your dashboard view, learn more <u>here</u>

Within your clients dashboard, you can view performance data across all of their campaigns Measure > Insights Tab. You can filter your performance data by **date range**, **daily** or **weekly** data, by **type of campaign**, by **publisher**, and/or by **campaign name**.



Your Insights tab provides a visual way to review the totals of your conversions and performance data in a bar graph, an overview tile, and a list view broken out by line item. On the right hand rail, you will see the option to **sift through** each measurement **metric** for your bar graph view.

Insights

The overview tile lays out that important **metrics** of your campaign, including:

- Conversion Rate
- Households Reach
- Frequency
- eCPM
- Total Impressions served
- Total Visitors
- Spend to date

When Advertiser's site pixel has **conversion events**, you make see:

- Purchases (if you choose to track this metric)
- ROAS
- CAC

Navigate to Measure > Insights > Performance



Learn more here

Pt. 4 of 6

FOR AGENCIES Reports

Use a template and/or customize your reports to include only the data that's important to you. Metrics to add and remove change based on the **Report Type** selected.

Custom reports are saved for you to use again.

(0`

Breakdown data by:

- Time
- Campaign
- Campaign type
- Publisher
- Conversions

Navigate to **Home > Select Advertiser > Reports** to export performance data as a CSV file.



Read metric definitions and learn more on using Reports <u>here</u>
 See the types of reports you have access to <u>here</u>

Lift Reports

You can request and access a lift report in two ways:

- Directly in your campaigns dash through the 'Lift' tab
- Via the Measure > Lift Reports tab

You can **request a lift report** once your campaign has reached 250K impressions and has been live for 1 month. Learn more <u>here</u>. Navigate to **Home > Select Advertiser > Reports** to export performance data as a CSV file.



Learn more about our Lift Report methodology <u>here</u>



For Advertisers

- → <u>Getting Started...</u>
- → <u>Pixel Overview</u>
- → <u>The Campaign Journey</u>
- → <u>Analyze Your Results</u>
- → <u>FAQs</u>
- → <u>Additional Resources</u>

Getting Started Checklist

For Advertisers

Step #1) Create your brand

- Is it your first time here? Sign up: https://dash.podsights.com/signup
- Were you invited by a publisher or an agency? Use your email to login using the link above. No password needed.

Step #2) Invite campaign stakeholders

- Invite your colleagues to join the brand. Learn how <u>here</u>.
- Add your media agency, if you have one. Learn how here.

Step #3) Create & install your Podsights pixel to your website

- You can find step-by-step instructions on how to do so <u>here</u>.
 - The Podsights pixel can be placed on your website, via mobile app integration, or on a podcast's RSS feed.

Best Practice Tip: Install any event you may want to measure. It is always <u>better</u> to have *more* data than no data.

Getting **Started** Checklist

For Advertisers

Step #4) Check if the pixel is working correctly

Use the Podsights Debugger to ensure the pixel is firing and returning data as you'd expect.

Learn to use the Debugger here.

Step #5) Analyze

You can analyze your campaign performance using these products:



Campaign Dashboards

Reports

(03) Lift Reports

Pixel Overview

For Advertisers

So what is a pixel?

A pixel is your unique piece of scripting code which you will integrate into your site to collect data on **conversion events.** Your **Podsights Main Pixel Script snippet** will collect...

Visits Views

Optional: Measurement beyond views & visits

Podsights can also support these six (6) different conversion events:



Getting started...

Your team will need to install the **Podsights Main Pixel Script** in at least three (3) of your brand's webpages. You only need to **correctly** set it up once to monitor conversions across any podcast using Podsights.

Learn more <u>here.</u>



Main Pixel Script on every page of your website. The more website data, the more attribution data!

Attribution Campaigns

View an **overview** of performance across multiple campaigns and publishers. Use this view to help guide your analysis and to check on campaign status.

Sort and filter by Publisher, campaign state, date range, metrics, and more.

Using the Dashboard, view high-level KPI's within the **Campaigns** tab, and/or dig into additional KPIs by selecting a campaign.

00	dsights	Q Search						₽ 0	÷	Invite
ົລ	Home	Campaigns								
⊳	Discover	Attribution Campaigns								
୭	Plan	Q Search campaign								
11	Measure ^	Tags 🗸 Publishers 🗸	State: 2 v	Impressions v	Created: 06/06	/19 - 12/13/22				
	Campaigns	Campaign	Publisher	State 4	Impressions	Reach	Frequency	Total Spend	CR	Ends
	Insights	Plan test 5.10 part 2	NPR	PENDING	0	0	0	\$74,958	0%	Dec 30, 2022
	Lift Reports	Vanity Fair Podcast Example	Condé Nast	• LIVE	116,773	49,208	2.37	\$100	0.02%	Feb 28, 2023
<u>ъ</u>	Reports	test MP 8.1 (pt2)	*Pedro Podsights	• LIVE	0	0	0	\$2,875	0%	Dec 30, 2022
3	Manage	Test	NPR	• LIVE	0	0	0	\$2,875	0%	-
λ	Research		*Pedro	_						

• To dive deeper into your dashboard view, learn more <u>here.</u>

Campaign Overview

The most common campaign KPIs can be seen within the **Overview** section in your Podsights dashboard under the **Measure > Campaign Tab** > then click into your clients campaign(s).

Using the Dashboard, view an overview of performance across multiple campaigns and publishers.

Here you can see a brand and agencies view of a campaigns dash. The overview tile lays out that important metrics of your campaign such as:

- Conversion Rate
- Frequency
- CPM
- Impression
- Rate 🔹 Households Reached
 - Visitors
 - Spend to date
 - Purchases (if you choose to track this metric)

In your view, you will see a **conversions** tab that is private to the brand. **Publishers do not have access to this** or any revenue information unless you grant them approval.



--- To dive deeper into your dashboard view, learn more <u>here</u>

Within your clients dashboard, you can view performance data across all of their campaigns Measure > Insights Tab. You can filter your performance data by **date range**, **daily** or **weekly** data, by **type of campaign**, by **publisher**, and/or by **campaign name**.



Your Insights tab provides a visual way to review the totals of your conversions and performance data in a bar graph, an overview tile, and a list view broken out by line item. On the right hand rail, you will see the option to **sift through** each measurement **metric** for your bar graph view.

Insights

The overview tile lays out that important **metrics** of your campaign, including:

- Conversion Rate
- Households Reach
- Frequency
- eCPM
- Total Impressions served
- Total Visitors

When Advertiser's site pixel has **conversion events**, you make see:

• Purchases (if you choose to track this metric)

Navigate to Measure > Insights > Performance



Use a template and/or customize your reports to include only the data that's important to you. Metrics to add and remove change based on the **Report Type** selected.

Custom reports are saved for you to use again.

 (\circ)

Breakdown data by:

- Time
- Campaign
- Campaign type
- Publisher
- Conversions

Navigate to **Home > Select Advertiser > Reports** to export performance data as a CSV file.

ро	dsights	Q Search							
ଜ	Home	Reports History	I					New	Report
♦	Discover								
Ø	Plan	Q. Search	Туре	Created By	Last Run On 🕹	Export Status			
	Measure 🗸	Test Daily Ovarview	Organization Daily Overview	Emmett R	February 02, 2023 9:01 AM	READY	۵	÷	
۵	Reports	Daily Overview Test	Organization Daily Overview	Emmett R	February 02, 2023 8:57 AM	READY	۵	Ð	
ø	Manage	test	Organization Locations	Emily Krebs	January 31, 2023 1:27 PM	READY	۵	÷	
۹	Research	Test BCD zander	Organization Benchmark Campaigns Detail	Zander de Leon	January 31, 2023 12:00 PM	READY	۵	÷	
		Weekly_Podsights_2022	Organization Weekly Overview	sarah timmins	January 30, 2023 4:34 PM	READY	۵	Ð	
	Support	Zach Bluedom's Report	Organization Daily Overview	Zach Bluedom	January 30, 2023 4:34 PM	READY	۵	÷	

Read metric definitions and learn more on using Reports <u>here</u>

See the types of reports you have access to <u>here</u>

Lift Reports

You can request and access a lift report in two ways:

- Directly in your campaigns dash through the 'Lift' tab
- Via the Measure > Lift Reports tab

You can **request a lift report** once your campaign has reached 250K impressions and has been live for 1 month. Learn more <u>here</u>. Navigate to **Home > Select Advertiser > Reports** to export performance data as a CSV file.



The Campaign Journey

---> Send to Advertisers

4 weeks out

Install Pixel

- Access your pixel under Manage > Your Pixels
- Define primary and secondary KPIs and <u>complete pixel</u> <u>onboarding</u>
- Verify implementation using the <u>debugger</u> and/or verified events table

Check out our either our <u>pixel help center article</u> or <u>pixel onboarding</u> <u>deck</u> for more information on each step!



Campaign Builds

To request a campaign build, input your media details into your shared campaign setup sheet (G-sheet). See <u>this help article</u> to learn more!

1 week out

Get Ready to Launch

In Measure > Campaigns, your upcoming campaign will change from (PENDING) > (READY) when publishers confirm all the technical details needed for your campaign to launch.

1-3 days after launch

Analyze

With your **Campaign Dashboard**, brands and publishers can uncover insights and analyze the effectiveness of their campaign.



For Publishers

- → <u>Getting Started...</u>
- → <u>The Campaign Journey</u>
- → <u>Analyze Your Results</u>
- → <u>FAQs</u>
- → <u>Additional Resources</u>

Getting Started Checklist

---> For Publishers

Step #1) Create your account

• Is it your first time here? Sign up: https://dash.podsights.com/signup

Step #2) Invite campaign stakeholders

- Invite your colleagues to join your podcast account. Learn how <u>here</u>.
- Add your advertiser client. Learn how <u>here</u>.

Step #3) Add your podcast into your dashboard

- Using the shows iTunes URL or the shows RSS feed, you can add your podcasts to the dash. Learn how <u>here.</u>
 - For embedded/baked-in ads, ensure the Podsights analytics prefix is installed on the show's RSS feed. Learn how <u>here.</u>

Getting Started Checklist

For Publishers

Step #4) Build your campaigns

- To build your campaign, navigate to the Measure > Campaigns tab. Learn how to build line items here.
 - For dynamic (DAI) ads, once you create your line items, you can grab and 0 confirm your generated tracking URLs. Learn how here.

Step #5) Invite campaign stakeholders

You can analyze your campaign performance using these products:



Campaign Dashboards

- Reports
- Lift Reports

Attribution Campaigns

View an overview of performance across multiple campaigns and publishers. Use this view to help guide your analysis and to check on campaign status.

Sort-and filter by advertiser, campaign state, date range, metrics, and more.

Using the Dashboard, view high-level KPI's within the **Campaigns** tab, and/or dig into additional KPIs by selecting a campaign.

odsights										4	0 =	Invite
Home	Campaigns				1						1	Create Cam
> Discover	Attribution Campaigns											
) Plan												
Measure ^	Q Search campaign Tags * Advertisers * Typ	e 🗸 State 👻 Impre	ssions v Cn	ated: 01/31/20 - 01/	23/23 ~							
Campaigns Lift Reports	Campaign	Advertiser	Туре	State	4 Impressions	Reach	Frequency	Spend to Date	CR	CPM*	Ends	Created
	Podsights/Podsights June-July 2021	Podsights	Attribution	COMPLETE	2,806,376	156,843	17.89	\$7,955.96	0.01%	\$2.83	Jan 29, 2022	Jun 29, 209
)) Podcests	example	Podsights	Marketing	COMPLETE	351,431	151,150	2.33	\$10	0%	\$0.03	Mar 30, 2022	Mar 01, 200
Beports	Test Camp 4.27	Podsights	Attribution	COMPLETE	196,535	0	0	\$2,875	0%	\$14.48	Jul 12, 2022	Apr 27, 202
Manage	Sounder.fm Test	Podsights	Marketing	COMPLETE	17,991	1,812	9.93	\$1	0%	\$0.06	Mar 18, 2022	Dec 17, 203
Research	Tomas Test	Test brand 77	Attribution	COMPLETE	19	٥	0	\$0.10	0%	\$5	Jan 13, 2023	Dec 06, 20
	Tets Tomas 1/10/23	Indochino	Attribution	PENDING	0	0	0	\$0	0%	\$0	Feb 28, 2023	Jan 10, 202
	test camp 8.9	Podsights	Attribution	• UVE		0	0	\$0	0%	\$0	-	Aug 09, 20
	validation testing more sara change	Dan's Ice Cream Truck	Attribution	COMPLETE	0	0	0	\$0	0%	\$0	Apr 13, 2022	Apr 19, 202
	validation testing	Dan's Ice Cream Truck	Attribution	COMPLETE	0	0	0	\$0	0%	\$0	Apr 13, 2022	Mar 30, 20
	Going Through It Q3	Intuit Mailchimp	Attribution	(PENDING)	0	0	0	\$0	0%	\$0	Jan 26, 2023	Jan 12, 202

To dive deeper into your dashboard view, learn more here

Campaign Overview

The most common campaign KPIs can be seen within the Overview section in your Podsights dashboard under the Measure > Campaign Tab > then click into your clients campaign(s).

Using the Dashboard, view an overview of performance across multiple campaigns and advertisers.

Here you can see a brand and agencies view of a campaigns dash. The overview tile lays out that important metrics of your campaign such as:

- Conversion Rate
- Frequency
- CPM
- Impression
- Rate

 Households Reach
 - Visitors
 - Spend to date
 - Purchases (if you choose to track this metri

A Home A Discore	Campaigns > Campaign				
Discord					
	ver Podsights/Podsights June-Jul Overview Overlap Ad Placements Loo				
Plan					
ill Measu Camp Lift Re		Victors ® Conversion Buts Program y ® 10 0.01% 17.89 Proveriods that viabed the site or Prover of Douardholds that viabed byte or Proversion Proversion Proversion Provession Provension		Expected End	lune 29, 2021 July 31, 2021 Attribution
Podca	sts Households Reached @				Pedro Podsights
	156,843	\$7,955.96 Spend to Date @ \$2.83 CPM @	Advertiser F	Podsights	
A Report	ts				Publisher
Manag	30			Taga	6 Add tags
Q, Resea	7D 1M 3M All 🗎 Hourly ~				
	43.03				
	30.00				
Supp	22.09	MAL MM JC	M. M.		٨

---> To dive deeper into your dashboard view, learn more <u>here</u>

Use a template and/or customize your reports to include only the data that's important to you. Metrics to add and remove change based on the **Report Type** selected.

Custom reports are saved for you to use again

Breakdown data by:

- Time
- Campaign
- Campaign type
- Advertiser

Navigate to **Home > Select Advertiser > Reports** to export performance data as a CSV file.



Read metric definitions and learn more on using Reports <u>here</u>

See the types of reports you have access to <u>here</u>

Lift Reports

You can request and access a lift report in two ways:

 Directly in your campaigns dash through the 'Lift' tab Ro

Via the Measure > Lift Reports tab

You can **request a lift report** once your campaign has reached 250K impressions and has been live for 1 month. Learn more <u>here</u>. Navigate to **Home > Select Advertiser > Reports** to export performance data as a CSV file.



Learn more about our Lift Report methodology <u>here</u>

The Campaign Journey

Ad Ops versions

4 weeks out

Traffic the Campaign

- Build out your campaign in Podsights <u>here's how</u>
- Append/install tracking URLs in your ad server and QA – <u>learn more here</u>



3

Get Ready to Launch

- Refer to Step 1 on <u>The Campaign Journey</u> for steps to send to your client regarding website pixel implementation
- Ensure the campaign state is READY here's how

1-3 days post-launch



- Ensure delivery matches the ad server with up to a 5%–10% difference
- Confirm you're tracking KPIs as expected
- Submit a support ticket if you have any questions <u>here's how</u>



The answers to the most frequently asked questions

FAQs: Attribution

Q

Of the number of people that come to the site from a podcast, how many will you capture?



We'd love to tell you it's 100%, but that is just not the case, currently. There is inherently too much noise in only using User Agent and IP to get that number. **Q:** Why is Podsights only able to give me the audience number by households?

A: Through pixel-tracking, Podsights is only able to measure IPs at the household level, not user level. We treat any action at a household to be attributable to the podcast. **Q:** Give it to me simple, how does Podsights Attribution work?

A:

We take a waterfall approach to attribution that works from certainty to uncertainty. We put all the downloads and user in one long list and start pulling attributable downloads and actions out of that list.

To learn more about Attribution, <u>check out this guide.</u>

FAQs: Legal & Privacy

O: Is Podsights GDPR and CCPA compliant?



YES! Podsights only provide data in an aggregated and anonymized format. No demographic information from listeners is collected other than approximate location at time of impression.



individuals using the data collected?

A:

Absolutely not. We take privacy seriously here and we are NOT able to and does NOT intend to identify or track any individuals using the data collected.

- **O:** What type of data does Podsights collect?
- Here's a quick list: **A:** user-agent, IP address, timezone offset, page views, or page view events (like URL referral).

More legal resources: Podsights Privacy Policy | Privacy One-sheet

FAQs: Podsights Pixel & Data Collection

How does Podsights collect data?



Through the **Podsights** Pixel. This is a small piece of JavaScript that advertisers embed in their website. By default, the pixel collects IP, user agent, and page views.





Nope-- We are sensitive to page loads, so our pixel does NOT block your page from loading.





When a user downloads a podcast episode on, for example, the Apple Podcast app, they aren't download the episode from Apple; instead, they are downloading it from the podcast's hosting provider. The hosting provider (when integrated) will send the required data to Podsights so we can populate your dashboard and run attribution.

More legal resources: Podsights Privacy Policy | Privacy One-sheet

Additional Resources

•••

Training opportunities & more!

Looking for more?

Need more personalized help?

<u>Submit a support ticket</u> to request a one-on-one training session with one of our Platform Success Partners.

On a time crunch?

Our Help Center is filled with many helpful articles and is available 24/7, 365.