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 **Help Center**.

Last updated: February 2023

Unleash the Information!

All that you will find in this Starter Pack

→ Click to jump to each section

01 **Welcome to Podsights!**
- 1 Platform, 3 Core Features
- Methodology

02 **For Agencies**
- Getting Started...
- The Campaign Journey

03 **For Advertisers**
- Getting Started...
- Pixel Overview
- The Campaign Journey

04 **For Publishers**
- Getting Started...
- The Campaign Journey...

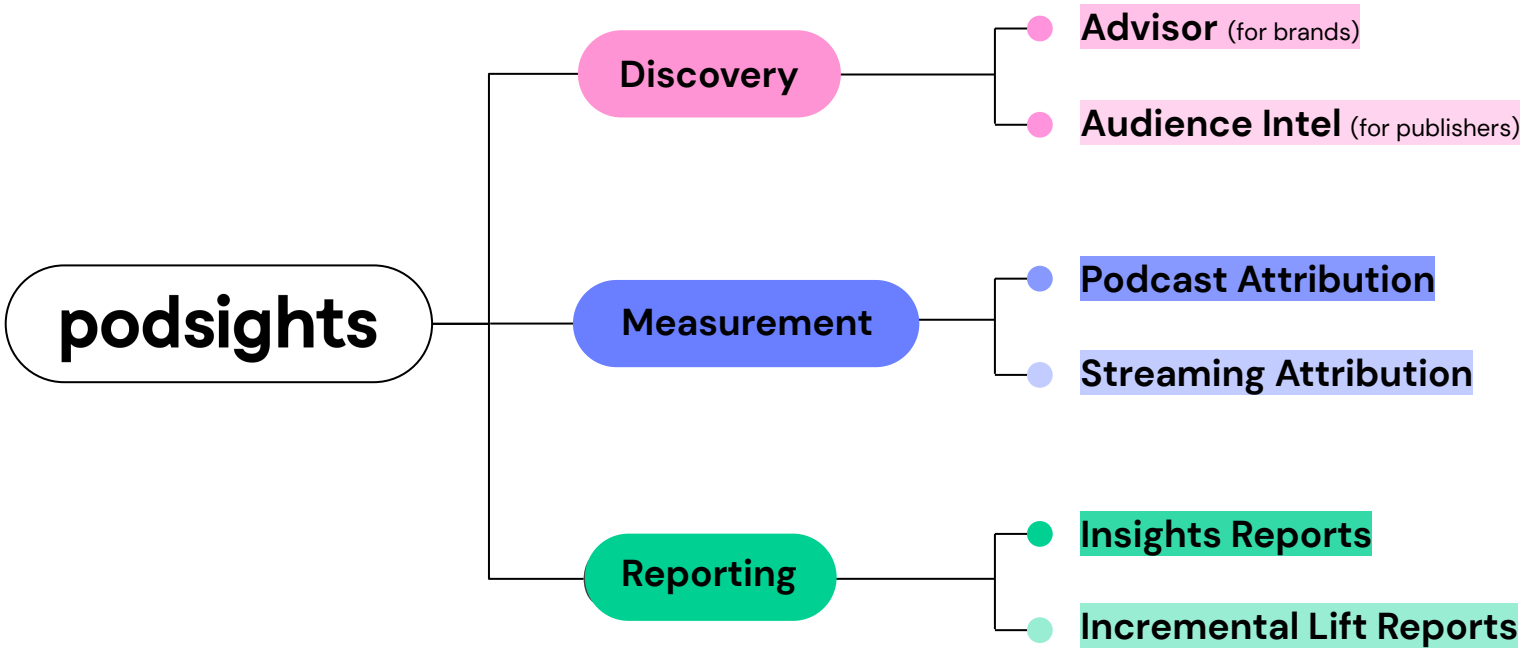
05 **Analyze Your Results**

01

Welcome to Podsights!

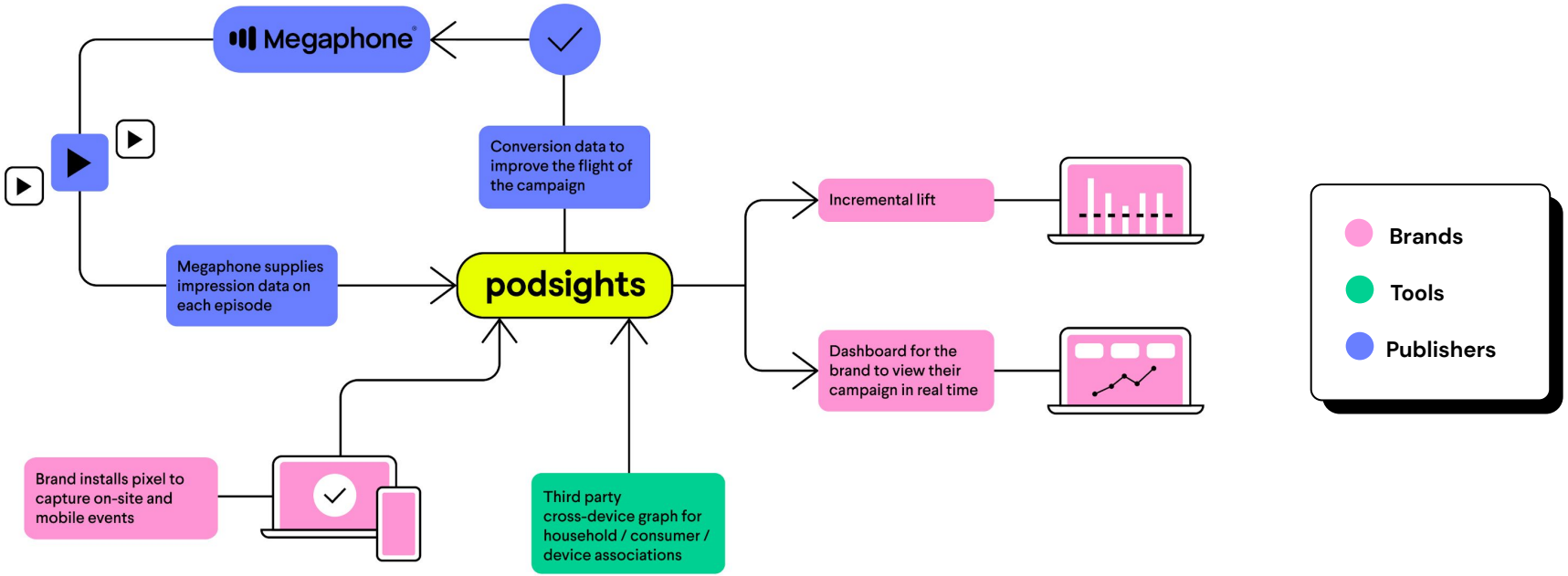
If you received this Starter Pack, you mostly already know who we are and what we do. In case that is not the case, here's a little introduction.

1 Platform *with* 3 Core Features



Methodology

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



02

For Agencies

- ➔ Getting Started...
- ➔ Pixel Overview
- ➔ The Campaign Journey
- ➔ Analyze Your Results
- ➔ FAQs
- ➔ Additional Resources

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 **here.**
  - 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 **Pixel Overview** 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 **here.**

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

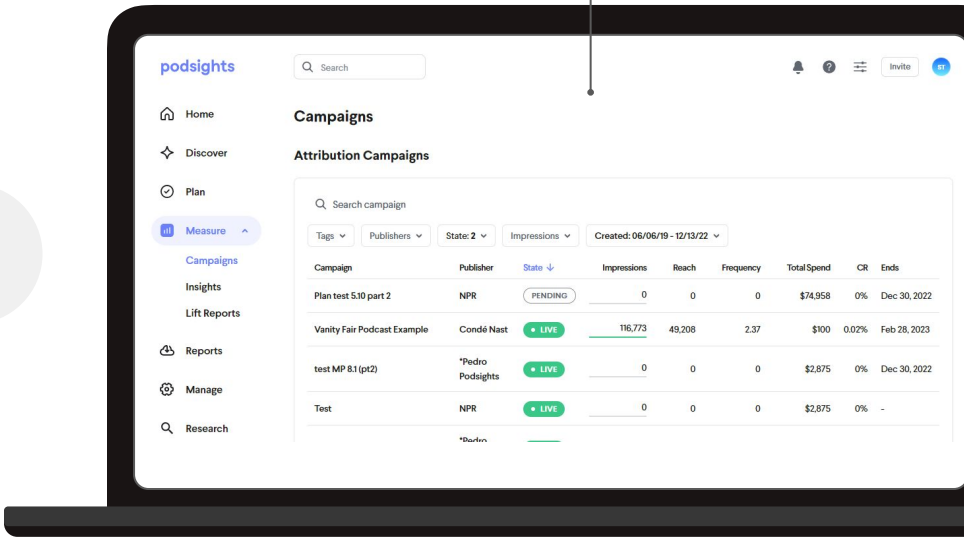
FOR AGENCIES

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.



→ To dive deeper into your dashboard view, learn more **here.**

FOR AGENCIES

Campaign Overview

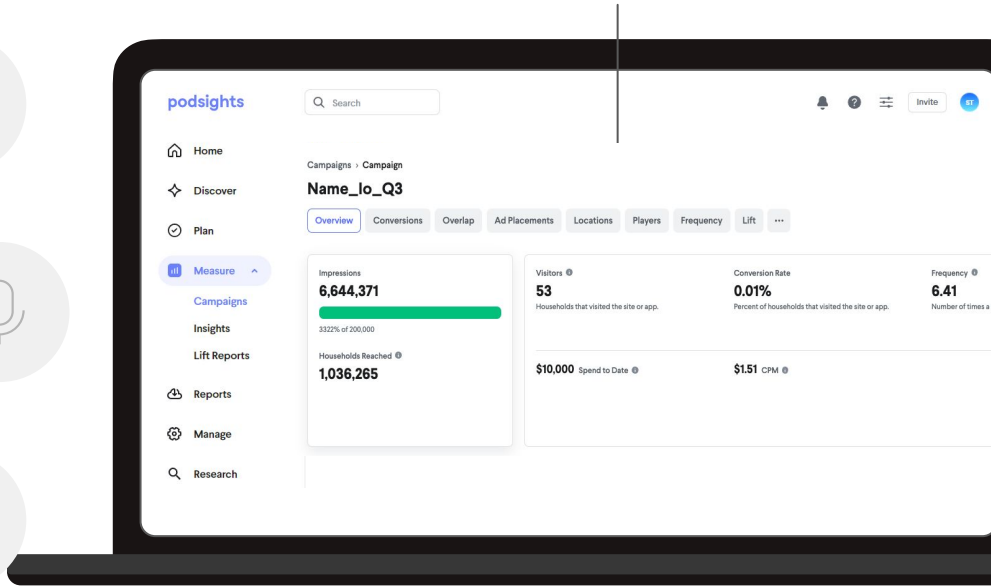
The most common campaign KPIs can be seen within the **Overview** section in your Podsights dashboard under the **Measure > Campaign Tab** > then click into your clients campaign(s).

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
- 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.



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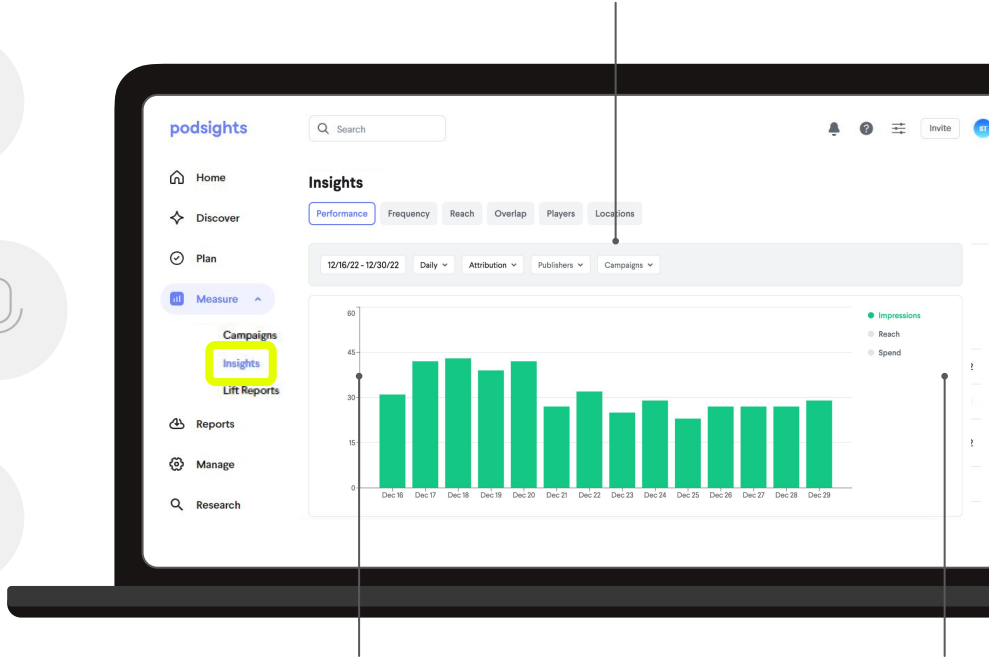
FOR AGENCIES

Insights

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**.



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On the right hand rail, you will see the option to **sift through** each measurement **metric** for your bar graph view.

FOR AGENCIES

Insights

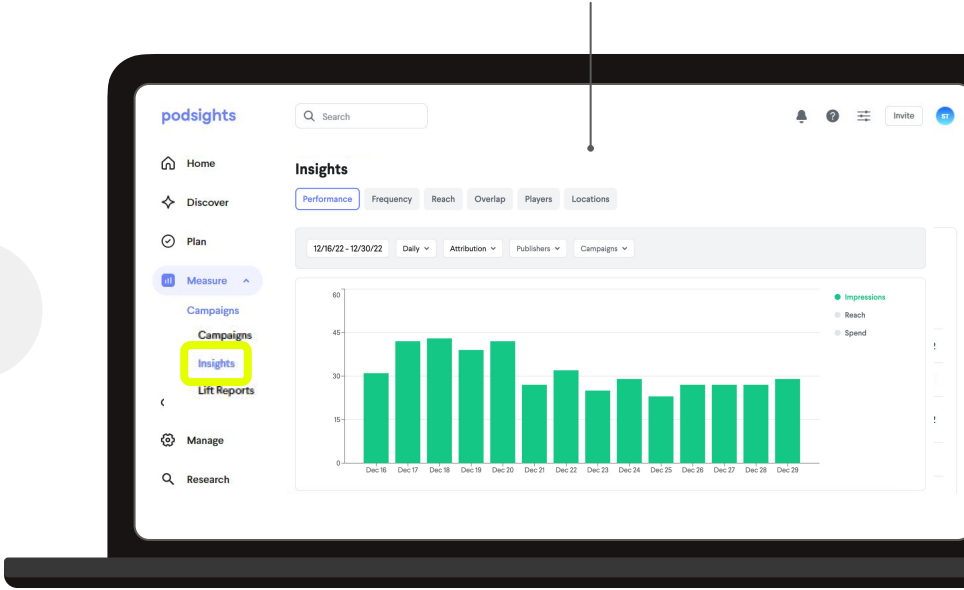
The overview tile lays out that important **metrics** of your campaign, including:

- 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**

FOR AGENCIES

Reports

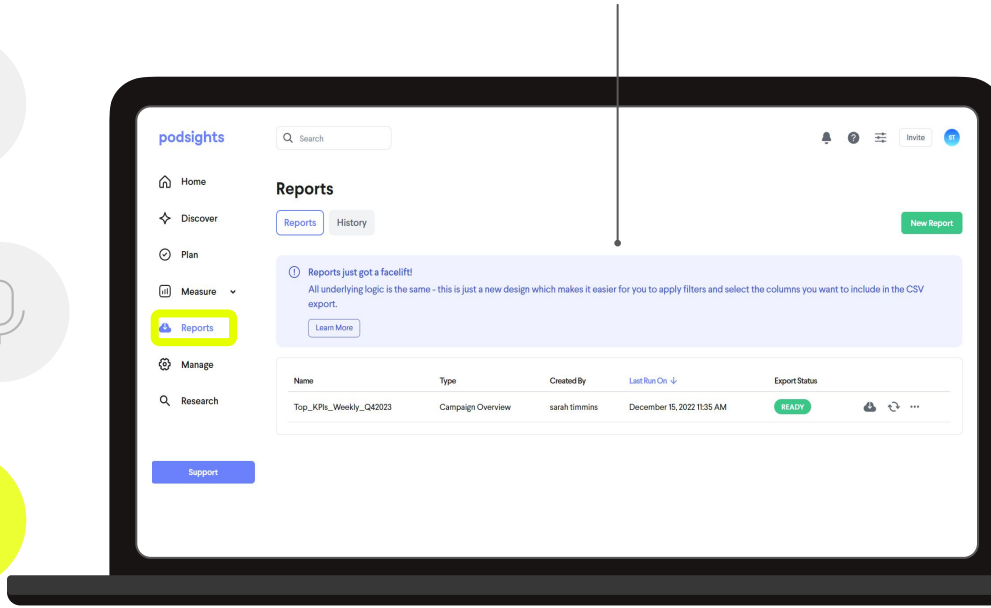
Use a template and/or customize your reports to include only the data that's important to you. Metrics to add and remove change based on the **Report Type** selected.

Custom reports are saved for you to use again.

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 **here**

→ See the types of reports you have access to **here**

FOR AGENCIES

Lift Reports

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

- Directly in your campaigns dash through the ‘Lift’ tab
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You can **request a lift report** once your campaign has reached 250K impressions and has been live for 1 month. Learn more **here**.

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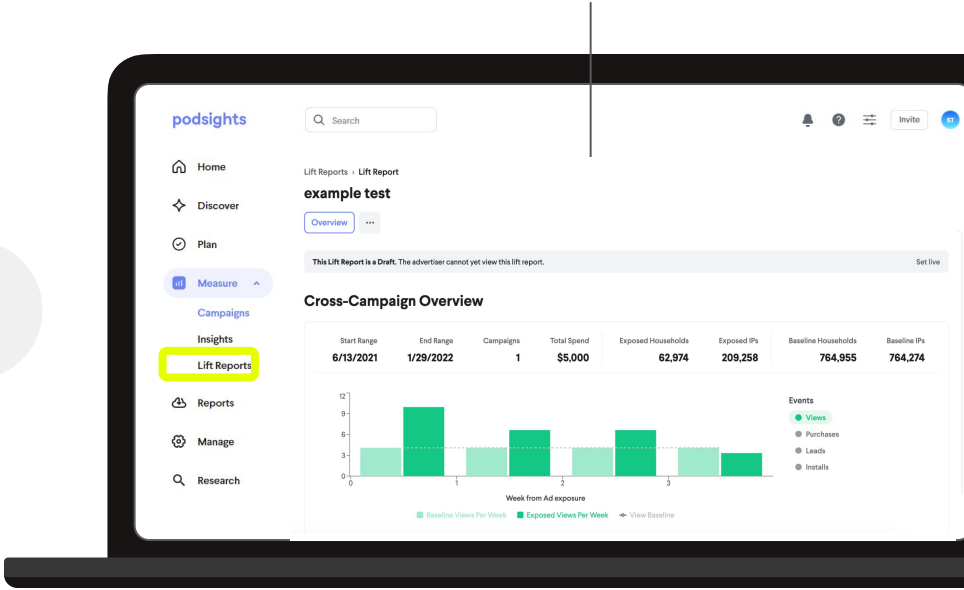

→ Learn more about our Lift Report methodology **here**

03

For Advertisers

- ➔ Getting Started...
- ➔ Pixel Overview
- ➔ The Campaign Journey
- ➔ Analyze Your Results
- ➔ FAQs
- ➔ Additional Resources

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 **here**.
- 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 **here.**
  - 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 better 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:

  01 Campaign Dashboards

  02 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:

- Alias
- Lead
- Product
- Purchase
- Add to Cart
- Checkout

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 **here.**

★

Recommendation

We advise that you place the Podsights Main Pixel Script on every page of your website. The more website data, the more attribution data!

FOR ADVERTISERS

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.

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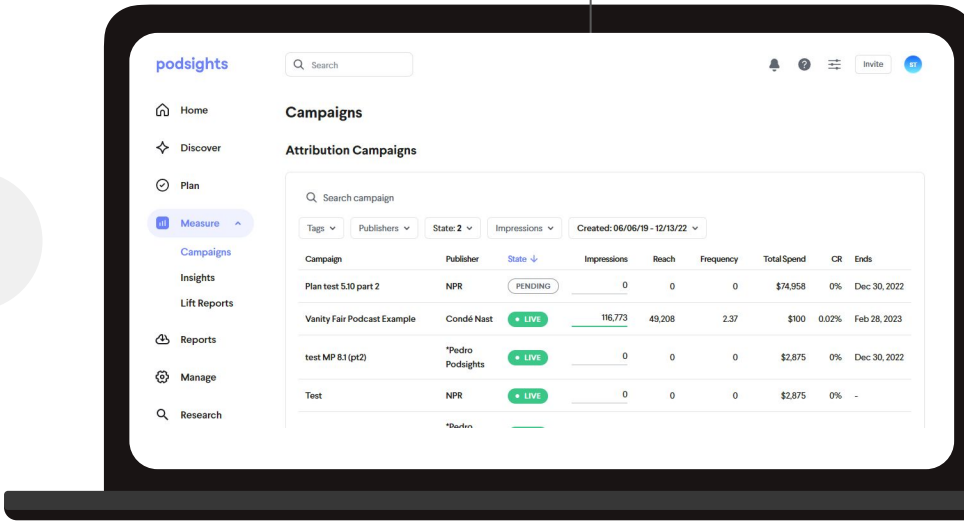

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FOR ADVERTISERS

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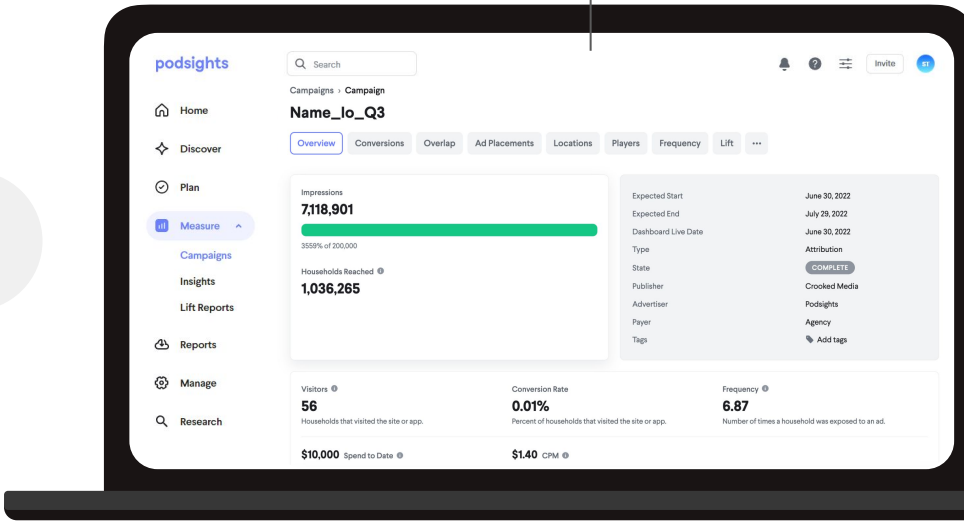

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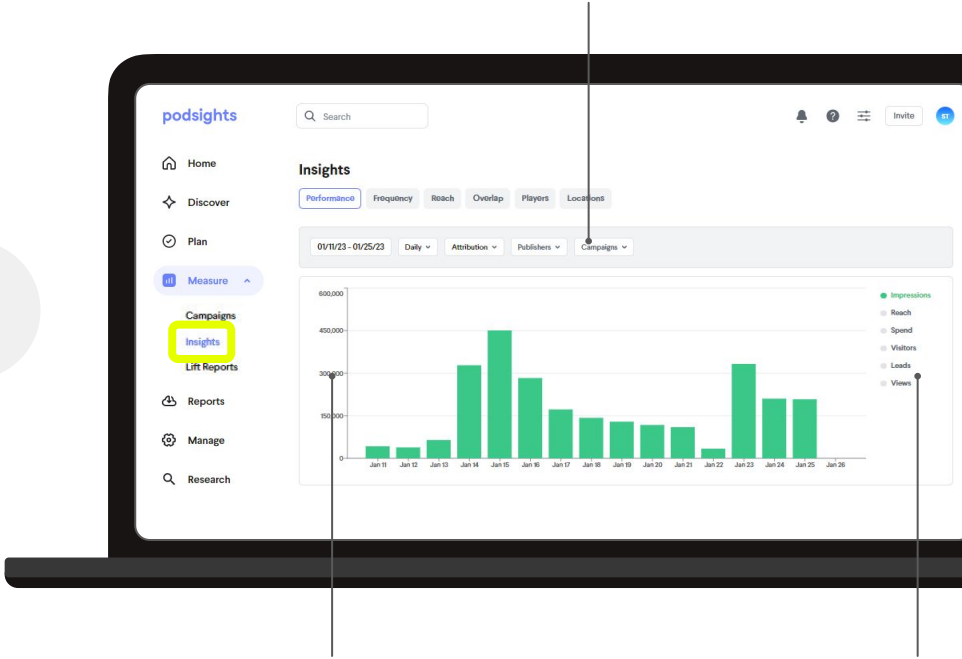

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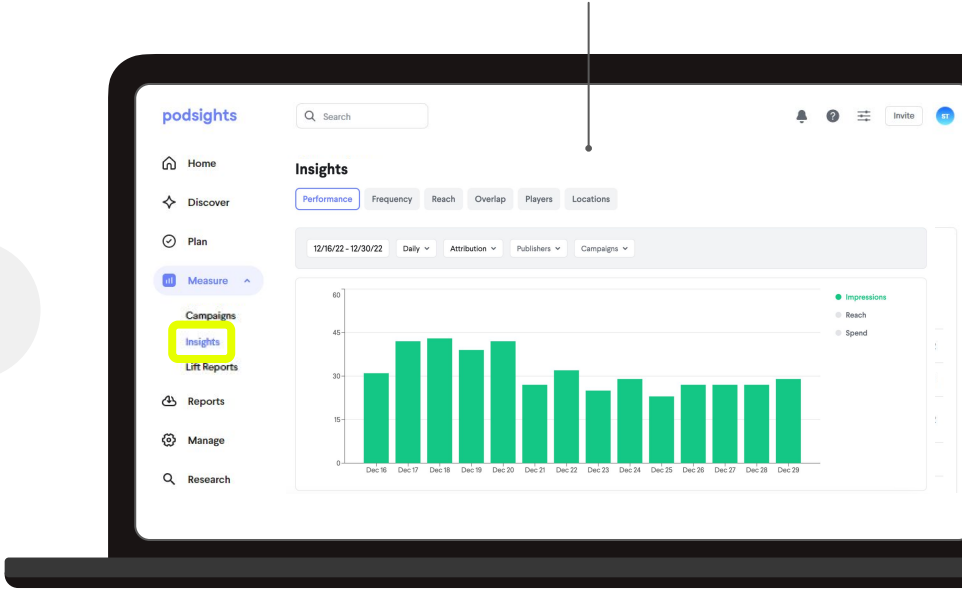

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FOR ADVERTISERS

Reports

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- Time
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- Campaign type
- Publisher
- Conversions

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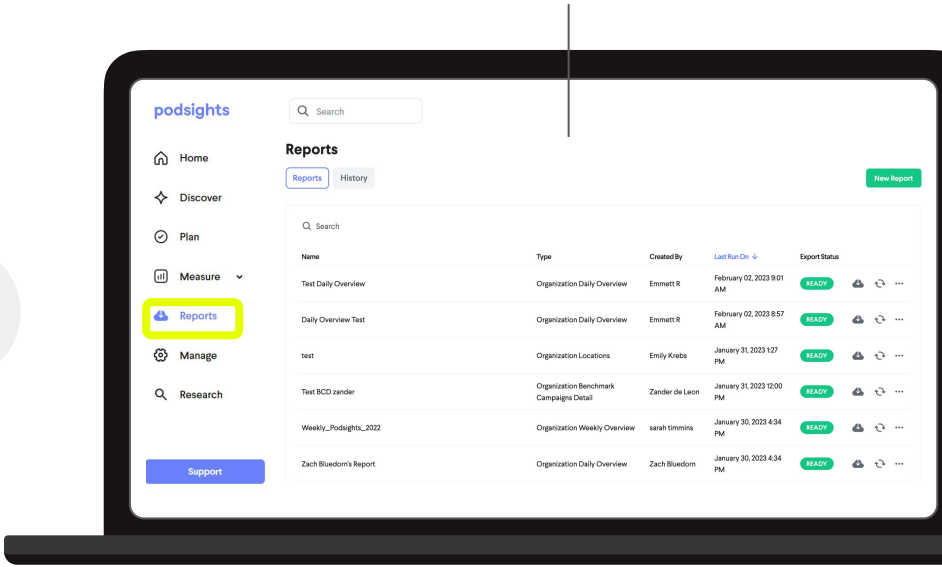

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FOR ADVERTISERS

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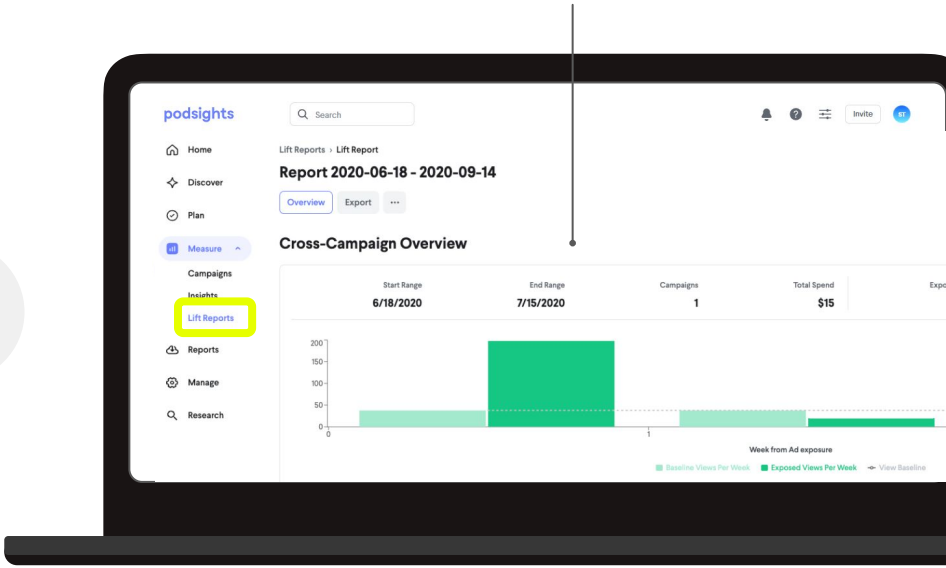

→ Learn more about our Lift Report methodology **here**

The Campaign Journey

→ Send to Advertisers

4 weeks out

1 Install Pixel

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

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

2 weeks out

2 Campaign Builds

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

1 week out

3 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

4 Analyze

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

04

For Publishers

- ➔ Getting Started...
- ➔ The Campaign Journey
- ➔ Analyze Your Results
- ➔ FAQs
- ➔ Additional Resources

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 **here**.
- Add your advertiser client. Learn how **here**.

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 **here.**
    - For embedded/baked-in ads, ensure the Podsights analytics prefix is installed on the show's RSS feed. Learn how **here.**

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 confirm your generated tracking URLs. Learn how **here.**

Step #5) Invite campaign stakeholders

- You can analyze your campaign performance using these products:

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FOR PUBLISHERS

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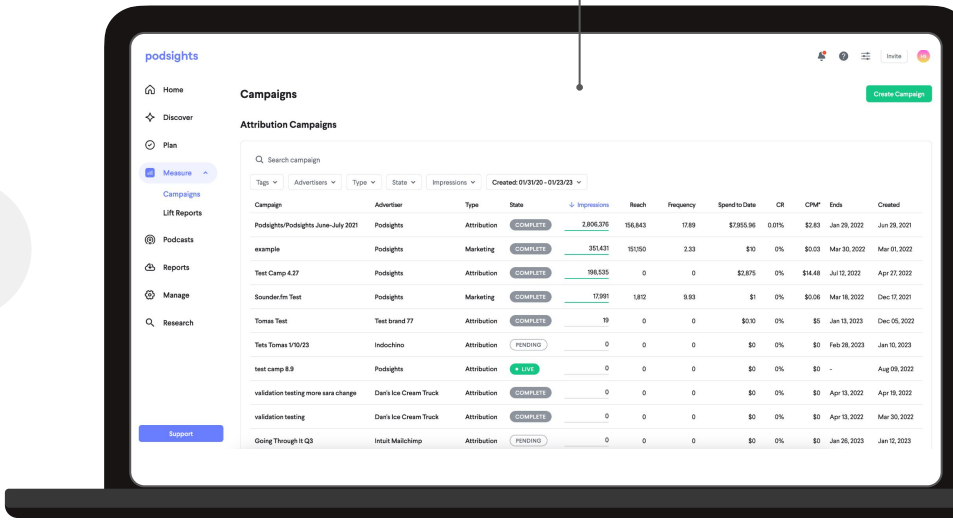

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FOR PUBLISHERS

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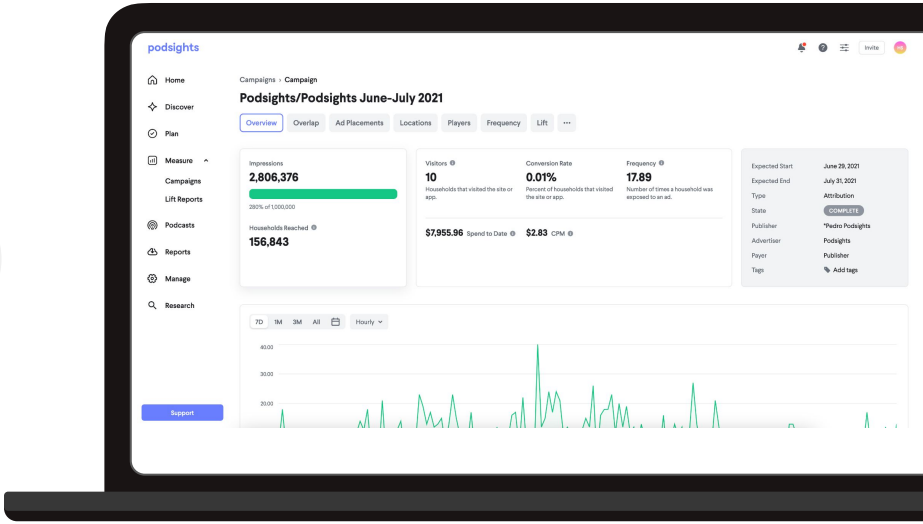

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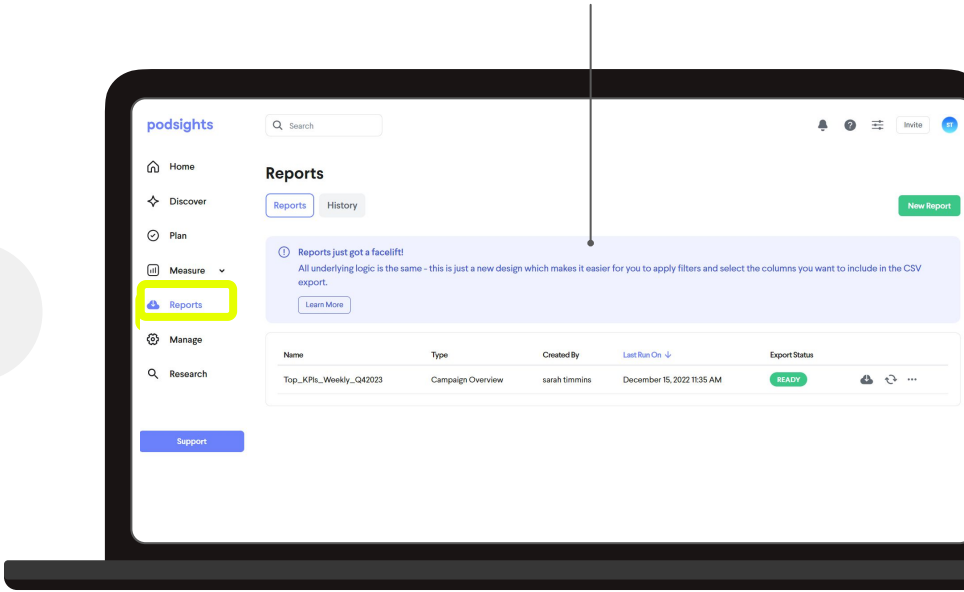

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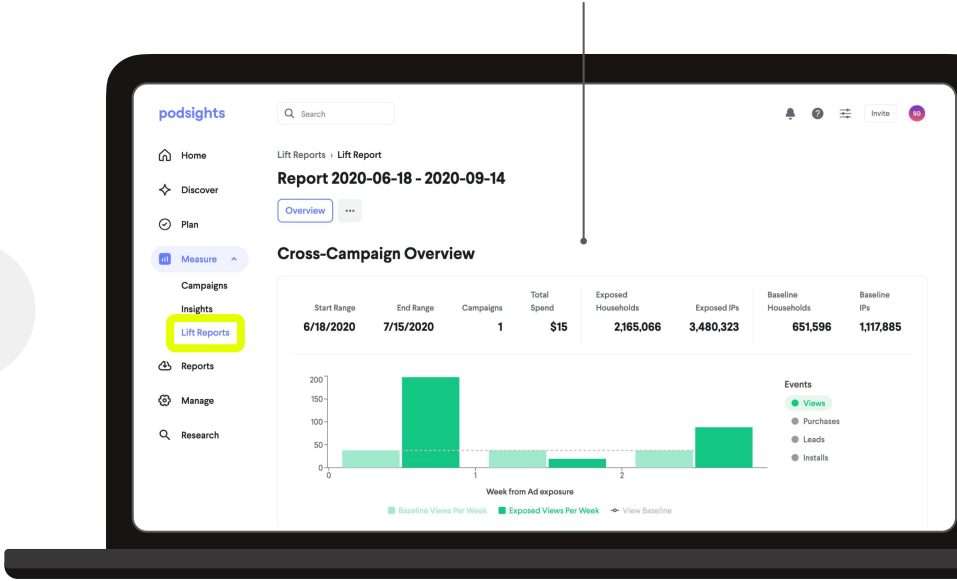


→ Learn more about our Lift Report methodology **here**

The Campaign Journey

→ Ad Ops versions

4 weeks out

1 Traffic the Campaign

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

2 weeks out

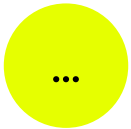
2 Get Ready to Launch

- Refer to **Step 1** on The Campaign Journey 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

3 Post-launch QA

- 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 - here's how



FAQs

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?***

A: 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, check out this guide.

FAQs: ***Legal & Privacy***

Q: ***Is Podsights GDPR and CCPA compliant?***

A: 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.

Q: ***Does Podsights track 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.

Q: ***What type of data does Podsights collect?***

A: Here's a quick list: 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***

Q: ***How does Podsights collect data?***

A: 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.

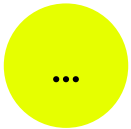
Q: ***Will the Podsights Pixel affect the loading of a page?***

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

Q: ***What is download data and how is it used?***

A: 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?

Submit a support ticket 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.