



Innovations in Digital Accountability **The Best Practices Series**

DirectTrack – IAB Certification

A unit of Digital River, Inc., DirectTrack is used by affiliate networks for delivery, processing and reporting of ad impressions, clicks, leads and sales. With clients in over 45 countries, and translated into 12 languages, DirectTrack is used by merchants, agencies and affiliates looking to run their own affiliate programs or start a network.



According to George Bordo, Group Vice President and General Manager of DirectTrack, “accurate tracking is the core foundation of the affiliate marketing space – and something that customers and the market demand.”

“While we’ve always known that our platform is accurate, the decision to seek third party certification illustrates our continued commitment to delivering the highest degree of confidence in the accuracy of our technology,” said Bordo. “As a market leader with a proven track record of industry innovation, the decision to pursue the first affiliate tracking platform to receive IAB certification underscores our desire to address industry expectations surrounding accuracy in a forward-thinking manner consistent with our past accomplishments.”

DirectTrack commissioned ImServices, the leading independent media measurement audit and consulting company with exclusive concentration on Digital Media and new media forms, to perform the certification. This certification is based on the IAB Click Measurement Guidelines and applicable Media Rating Council Minimum Standards for Media Rating Research.

According to ImServices CEO, Dick Bennett, there were six core management assertions that required certification:

- 1) DirectTrack Platform for Network Clients is delivering, recording, and reporting Ad Impressions consistently and completely.
- 2) A DirectTrack ad impression is defined as a measurement of responses from the ad delivery system to an ad request, which is recorded at a point when the ad server receives a successful ad request. It is filtered from self-identifying robots and internal activity.
- 3) DirectTrack Platform for Network Clients is measuring Clicks, Leads and Sales in compliance with the IAB Click Measurement Guidelines.
- 4) The DirectTrack Platform for Network Clients can be configured to provide accurate and consistent counts of the following metrics:
 - a) Ad Impressions (DirectTrack’s Standard and Adpools methods)
 - b) Measured Clicks (DirectTrack’s “Redirect” method)
 - c) Received Clicks (DirectTrack’s “DirectLink” and “PureLink” methods)

- d) Leads and Sales measured as Received Clicks (DirectTrack “Pixel Tracking”)
- 5) DirectTrack maintains physical and logical access controls to prevent unauthorized access to its data, databases and servers.
- 6) DirectTrack maintains adequate policies and procedures relative to software development and change control.

“Although certification took longer than anticipated, we were fully committed to verifying accuracy across the board,” said Bordo.

“The ImServices audit has allowed us to fine-tune our internal measurement and evaluation processes with even greater granularity and precision—aligning them to exacting IAB Click Measurement standards.”

DirectTrack has been actively promoting this certification via their website, newsletters and industry publications. To date they report an overwhelmingly positive response, including clients leveraging the certification to promote their own initiatives, actively communicating the benefits to their customers and using it as selling point to attract new advertisers and affiliates (publishers).

“From a marketing perspective, we’re always seeking ways to differentiate us from the competition and this certification gives us powerful ammunition,” Bordo said. “We knew our clients would benefit the most from this certification. We’re not successful unless our clients are successful and certification speaks loudly to this end.”

Further information about ImServices certification and auditing procedures can be obtained from the following: <http://www.imservicesgroup.com/productsmeasurementaccredit.html>

For further information on this case study or to learn more about Innovations in Digital Accountability, please contact Dick Bennett, President and CEO of ImServices at richard.bennett@imservicesgroup.com.

About the Author – DJG Marketing

DJG Marketing provides outsourced support in the areas of media research, marketing and ad sales development.

All DJG Marketing Services are based on a “Best Practices” platform. With nearly 20 years’ experience with a primary focus on consumer magazines and digital media, DJG has developed and maintains a wide range of assets. (www.djgmarketing.com)

About DirectTrack

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About ImServices

ImServices Group Ltd. is a leading provider of independent consulting and verification services, including process reviews, activity, and privacy audits, for Web sites, third-party ad servers, email delivery systems and other interactive media companies. (www.imservicesgroup.com)