



isitelab

Fully GDPR compliant clickstream and multi touch attribution technology

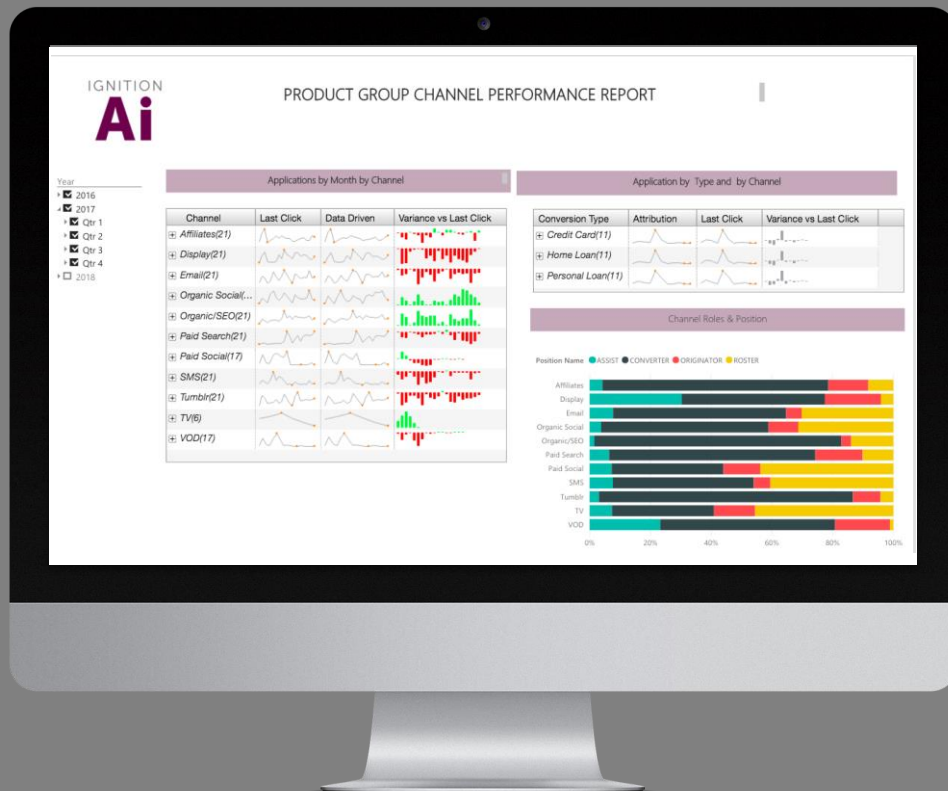
IGNITION

Ai

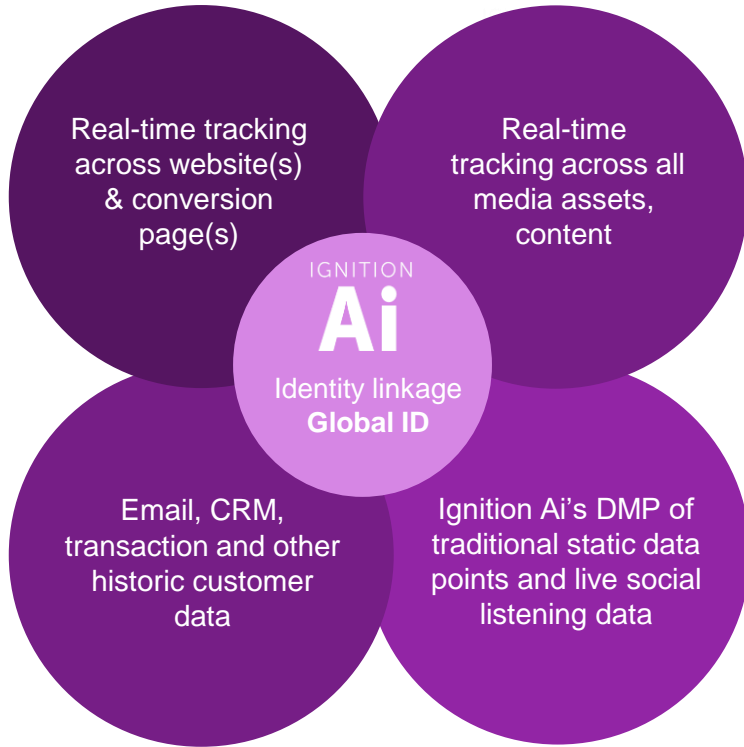
Tracking and attribution

For enhanced optimisation

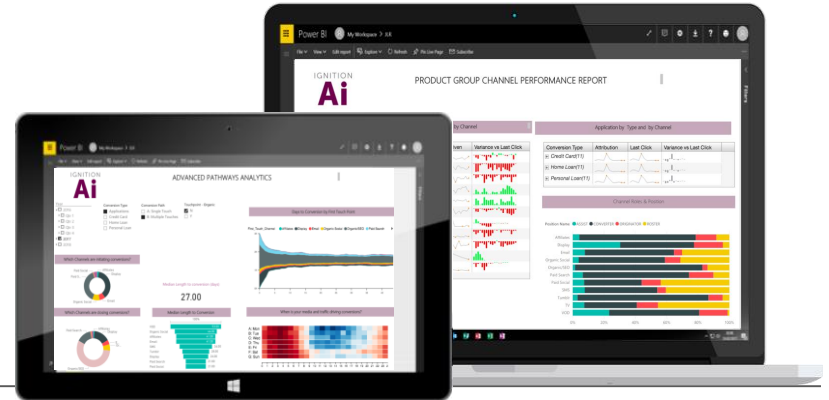
Our iSite technology closes the gap between planning, optimisation and execution, allowing for the delivery of optimised interactions at each touchpoint, accurately and profitably.



iSite: Tracking and attribution



- ✓ Track the customer journey, across all touchpoints, channels and devices to an individual.
- ✓ Simple implementation – one smart JS tag
- ✓ 82% level of accuracy, across any device, without the use of cookies or IP address or email log-in.
- ✓ Ai driven attribution, with multiple models, for comparison.
- ✓ Real time tracking for quick identification of wasted spend for reallocation
- ✓ An agnostic view of performance, enabling quick and easy insights



Overview of compliance and accreditation



- ✓ Google 3PAS approved - [Google Developers - 3PAS approved list](#)
- ✓ Google ATP approved (GDPR approved AdTech Partner) - [Google - Approved AdTech Provider list](#)
- ✓ Google Ad Exchange Certified External Vendors - [Google Ad Exchange Certified vendors list](#)
- ✓ Google AdWords Certified External Vendors - [Google AdWords Certified External vendor list](#)
- ✓ Microsoft Partners - [Microsoft - Ignition Ai partnership story](#)
- ✓ IAB consent framework approved - [IAB - Consent Framework vendor list](#)
- ✓ eBay GDPR approved

What will success look like?

Ignition Ai's tracking technology and expertise will:

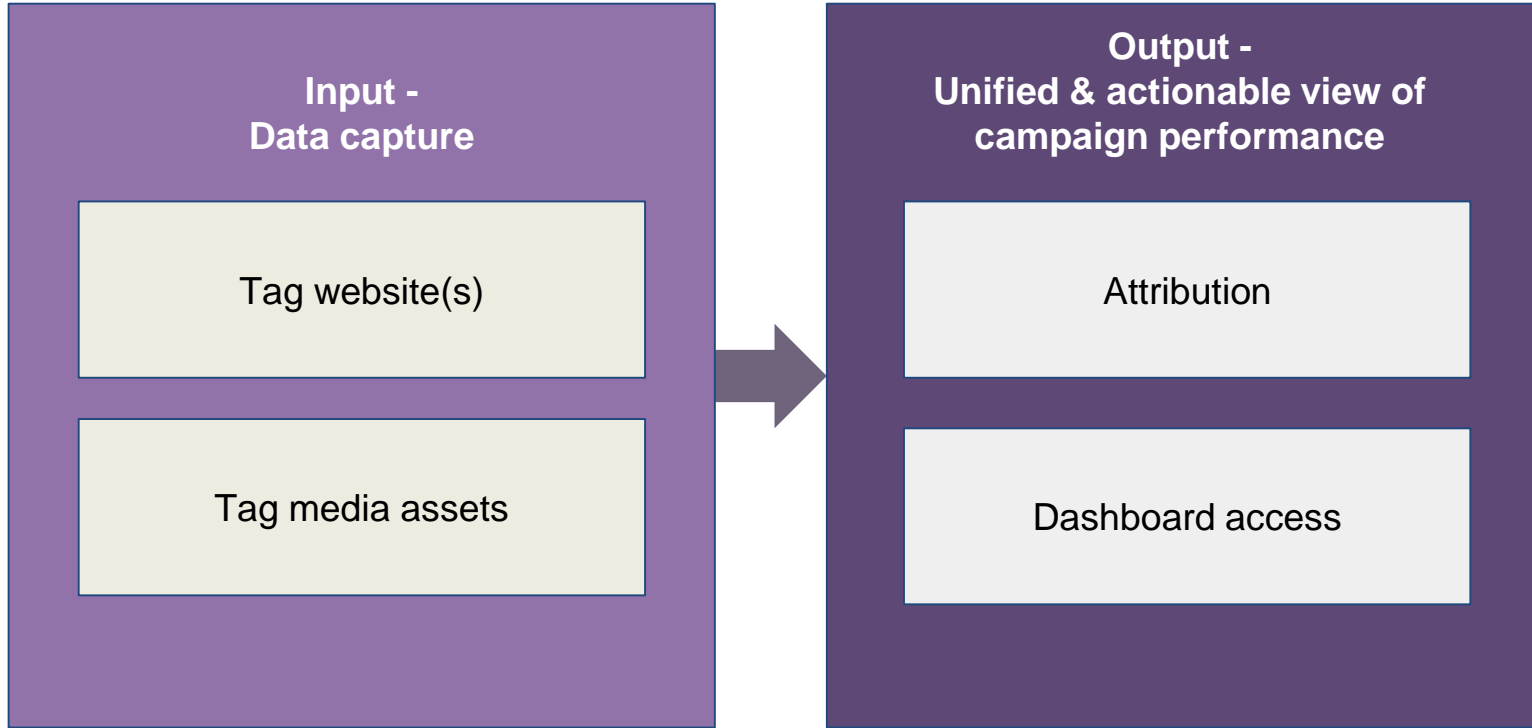
1. Build a robust and actionable view of the customers
2. Develop a model that links observed behaviour to first time deposits and sign ups.
3. Identify the drivers of the most valuable customer journeys that deliver on key KPIs.
4. Pinpoint positions in the customer journey where focus should be shifted to to drive value and volume.
5. Create attribution across all touchpoints to enable understanding and optimisation.

Delivering an actionable dashboard & reports including:

- Identification, by campaign, of the top macros that are driving value. To be used to optimise campaigns.
- Identification, by campaign, of the top campaigns, for campaign planning and execution.
- Identification, by campaign, of the top performing audiences
- New audience targeting discovery
- Multiple attribution models, for comparison. Including first click, rules based, and data driven models.
- Viewability reports, including ATF/BTF, dwell time, VTR
- Fraud detection report

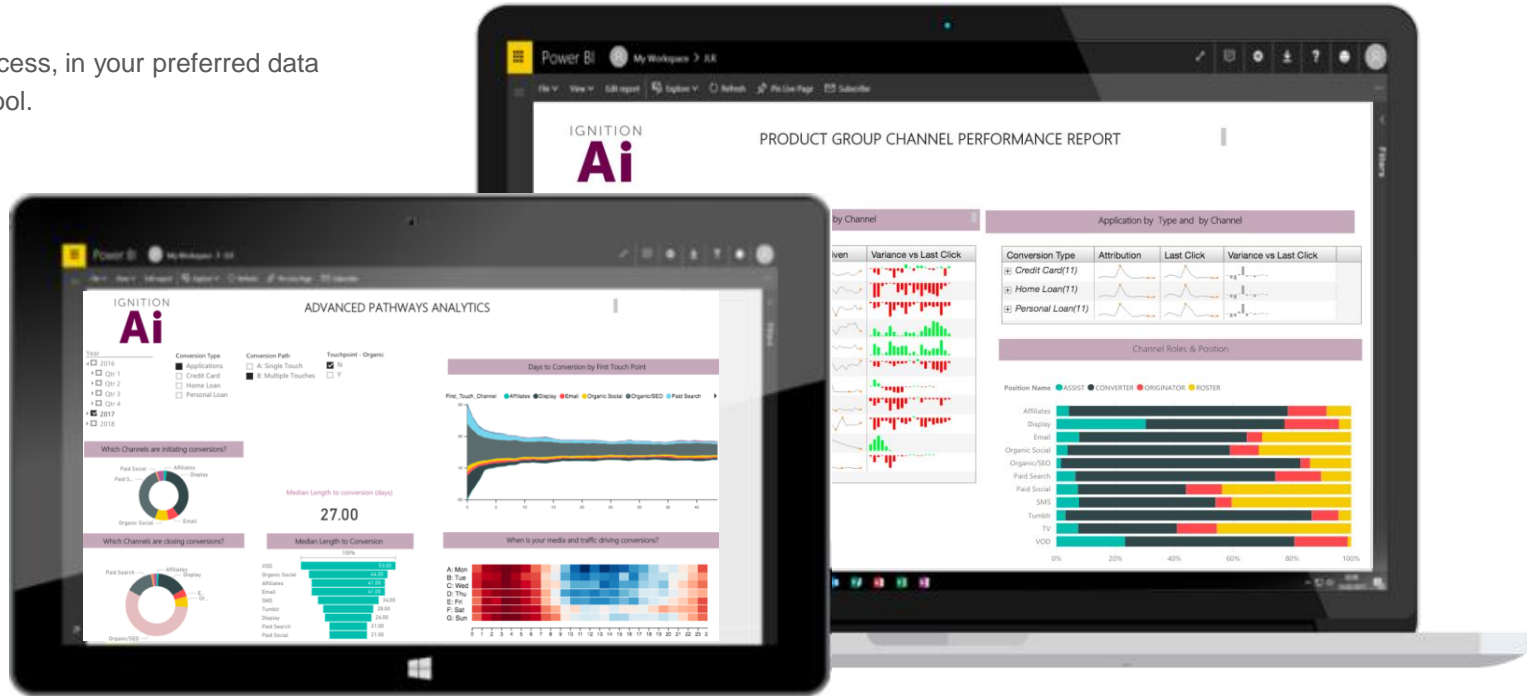
Deliverables:

1. Increased effectiveness, across all media channels, including Display and Paid Search.
2. Increased viewability on Display, by pinpointing the optimal viewability : CPM ratio.
3. Deliver attribution cross device cross channel

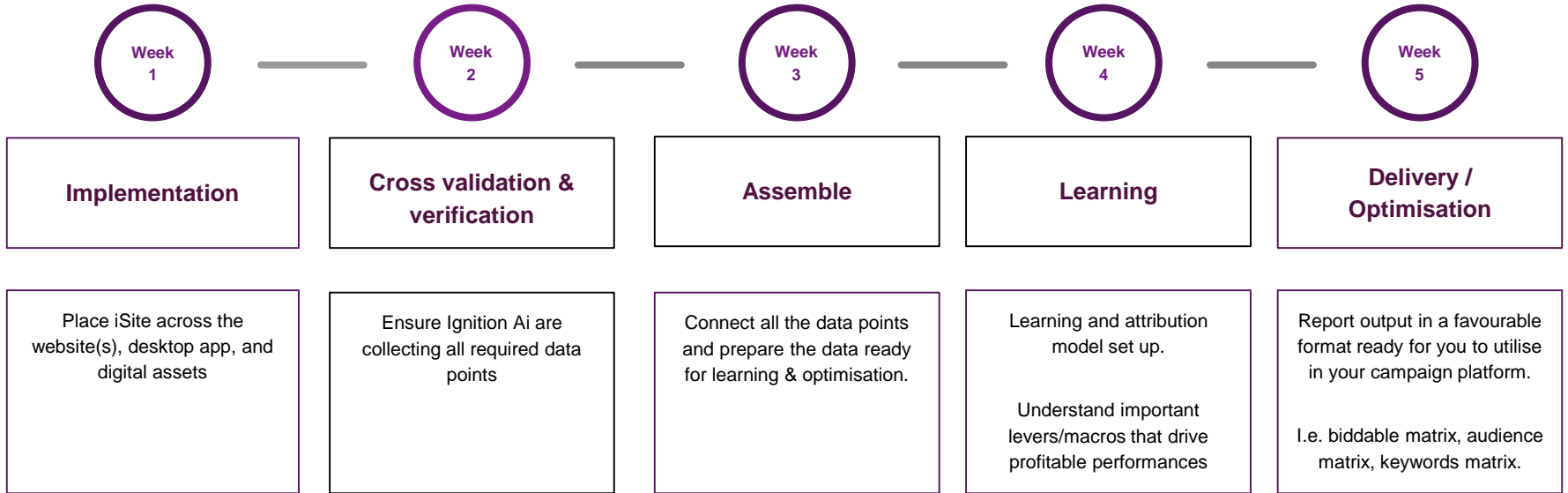


Example output:

Dashboard access, in your preferred data visualisation tool.



Timing plan*



* Please note this timing plan is generic and can be compressed depending on client complexity

3 stage process

Scoping & set up

Discovery and audit of current data architecture
Bespoke tagging manual creation
iSite implementation management
Server setup and storage
Dashboard creation

Trial period

Capture and delivery of clickstream pathway data (at customer level, across device)

Dashboard access (campaign tracking, attribution,, placement tracking, viewability and fraud detection reports)

On-going

On-going tracking
On-going storage
On-going data supply
On-going monitoring and maintenance
On-going dashboard updates
On-going automated recommendation alerts
Server and storage

Delivering results at every stage:

- 1. Get higher up the funnel**
Identify your most valuable audiences, create actionable insights and target them much earlier in the purchase journey.
- 2. Discover what content your profitable consumers love**
We know what editorial themes your audiences are seeking, sharing and reading and the value of this.
- 3. Place your content in powerful moments**
We know in real time and at an individual level when your consumers and prospects are in market and can place your ads in the correct context.
- 4. Real time optimization and ROI reporting of content and distribution**
Don't waste money on ads that no one sees; we track viewability and can see what is (and isn't) performing.
- 5. Discover New Opportunities**
Discover and quantify new content, new opportunities and new audiences.

Appendix

We're GDPR compliant by design

Here's how...

Ignition Ai: GDPR compliance

Ignition Ai is designed to be GDPR compliant.

We can hash and encrypt PII data at the point of ingestion.

We are data processors, rather than data controllers.

Ignition Ai are Google 3PAS certified, Google ATP approved, EBAY GDPR approved and process and hold data for The MOD and the BBC.

Ignition are also approved and signed up to the IAB Consent framework

Our data supplier, REaD sets the standard for GDPR compliance in the industry.

This includes:

- Data quality and accuracy
- Qualified permissions and consent

Ignition Ai acquire data in the following ways:

- Utilising our tracking tag iSite
- The use of public APIs provided by social networks
- Data partnerships
- Users of our consumer web and mobile apps who consent to Ignition Ai using their data for linking purposes only

All of the social data that Ignition Ai acquires and accumulates is publicly available by choice of the social network user within the rules and/or terms of service set forth by those social networks.

Other software companies use our APIs to allow their users to access, add to, and correct identity data.

All PII data received can be hashed and encrypted at the point of ingestion.

The steps we take:

- We have a CDO (Chief Data Officer) in place who is responsible for data protection compliance.
- We document all personal information we hold.
- Our privacy notice outlines the lawful basis for processing activity.
- We have readily available privacy policies and opt-out information that is updated regularly.
- We have all the documentation in place to cover:
 - Subject access requests, individual rights, deletion of personal data etc (all within the new GDPR timescales.)
- We have procedures in place to detect, report and investigate a personal data breach.
- We do not process data for those under the age of 18.
- PII data can be hashed / encrypted / pseudonymised at the point of ingestion.
- Our international data supplier, REaD, sets the standard for GDPR compliance in the industry. This includes data quality and accuracy and qualified permissions and consent.
- We have an international data transfer policy and using Microsoft Azure can set up servers in any region of the world to meet clients' data protection specifications.

We can provide any of the following documents upon request:

- Data Protection Policy
- Data Protection Training Policy
- Subject Access request Procedure
- Consent Management Procedure
- Data Breach Management Procedure
- Privacy Impact Assessment Procedure
- Third Party Data Processing Procedure
- Subject Access Request Template
- Subject Access Request Log
- Data Subject Consent Form
- Data Subject Consent Withdrawal Form
- Parental Consent for Children Form
- Parental Consent for Children Withdrawal Form
- Data Breach Notification Form
- Data Breach Register
- Data Asset Inventory Record Template
- Privacy Impact Assessment Issue Log
- International Data Transfer Policy
- Information Security Policy
- Privacy Policy

iSite FAQs

What is iSite?

iSite is a block of JavaScript (JS) code that is placed within GTM or directly into the website to track data multiple data points. This one tag has two core capabilities are:

Track the customer journey, across all touchpoints, channels and devices to an individual.

With all data points connected together, we use machine learning and AI to attribute conversions by channel and quickly identify wasted spend to be reallocated. The data is collected and visualised, giving an agnostic view of performance, enabling quick and easy insights for easy allocation of spend decisions.

Read and analyses the page for brand safety, contextual serve selection, personality-type targeting, pre-targeting (rather than re-targeting) and paid media audit.

This is fully GDPR compliant and provides data on a wide range of data points that can be used to assess the value of paid, owned and earned media. This includes viewability, dwell time and VTRs.

How does it work?

Each time a visitor arrives at a page the JavaScript tag fires and passes the required data to the iSite server. Auto-tagging is carried out on each visited page and on each page refresh by the visitor.

Each time a visitor interacts with the website (i.e. clicks or hovers over links (optional) and buttons), an Interaction event is sent to iSite with the relevant data.

When Visit and Interaction events are received by iSite, the data is streamed in real-time to the chosen endpoint i.e. a database, blob or Power BI.

How big is the tag and will it affect site latency?

ite_sitecoreV1AN.min.js

Physical size: 40KB

Transmission (compressed) size: 11.14KB

Transmission time: 20.85 ms

ite_dev_preV1.min.js

Physical size: 17KB

Transmission (compressed) size: 6.05KB

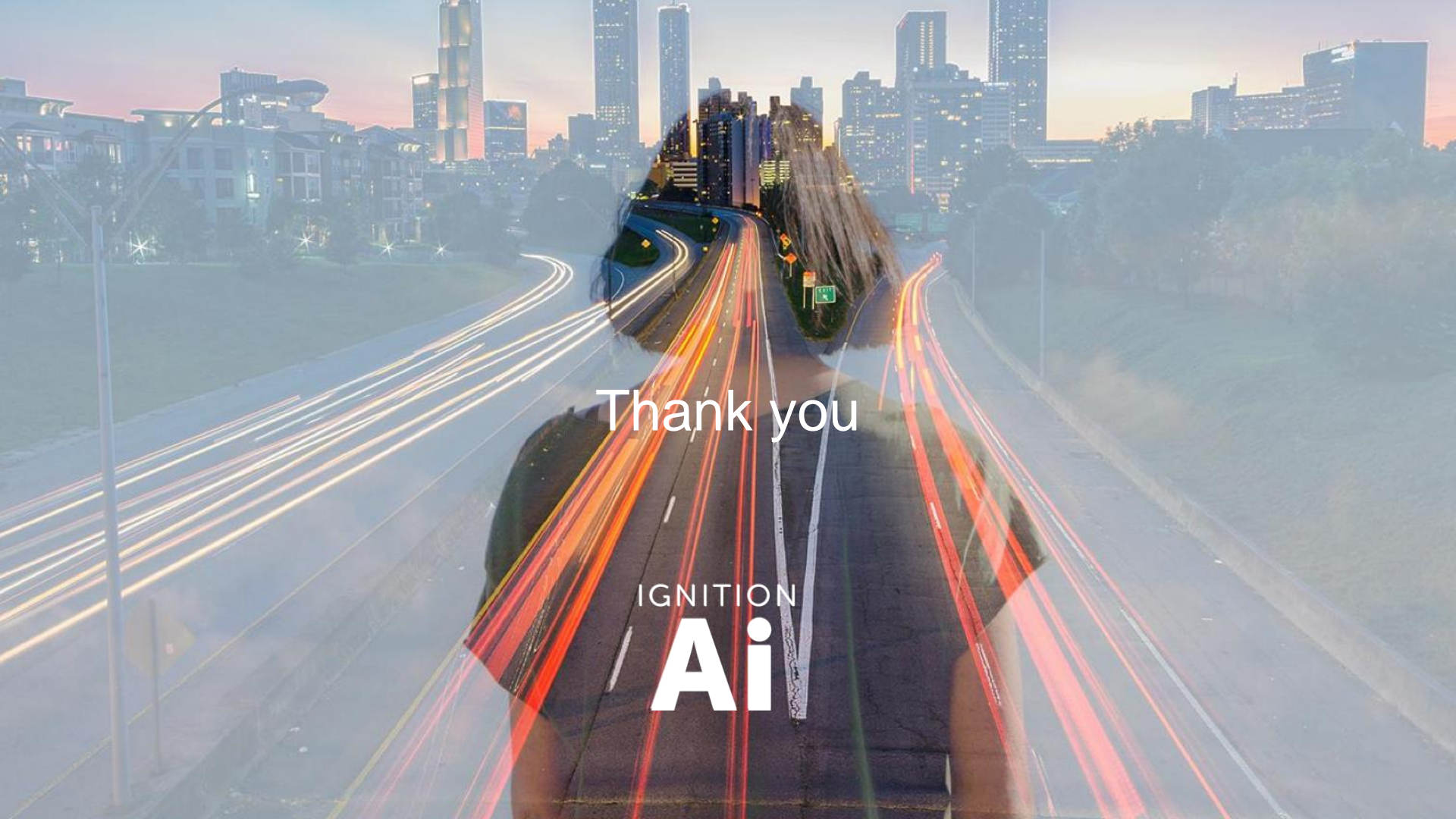
Transmission time: 19 ms

We are Google 3PAS certified. To become certified, "Google conduct a thorough certification process to ensure that ad networks meet Google's requirements for third-party ad serving with regard to user privacy, accuracy of measurement, latency, and compliance with our creative policies."

We see no impact on latency.

Cross Device?

- Global IDs are updated dynamically as we see interactions across device.
- Accuracy improves the more data is ingested.
- Our technology has the capability to connect data points across publishers, 3rd party networks and 3rd party data.
- The system is easy to implement and runs continually.



Thank you

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