



CESP publishes an audit of vCE, the comScore solution for validating digital campaign delivery and target impression optimization

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At comScore's request, CESP conducted an audit on Validated Campaign Essentials® (vCE), a solution for validating digital campaign delivery and target impression optimization. The objective of the audit was to understand the methodology implemented by comScore to evaluate the quality of the various data sources deployed and to evaluate the robustness of the different models.

The CESP audit focused on the ad verification functionality of digital campaigns proposed by vCE.

THE AUDIT METHODOLOGY OF CESP

For the audit, CESP relied on the numerous technical documents provided by comScore. In addition, we conducted tests on the implementation of the comScore tag. These tests carried out in desktop and mobile web environments on various display formats made it possible to validate the implementation process of the vCE tag.

comScore also participated in the viewability mission led by CESP in 2015 to help the market understand the measurement of the viewability and capabilities of eight solutions.

The audit of the methodology for measuring and optimizing the audiences of campaigns was based on comScore's methodological description whilst accessing results of several validation tests upon on the models used by comScore. During the audit, comScore also took into account several additional tests requested by the CESP Scientific Committee.

MAIN LESSONS LEARNED FROM THE CESP AUDIT

For CESP the audit found the following satisfactory conclusions:

- Total control of the process chain by comScore.
- The global approach developed by comScore, where only non-fraudulent, brand safe and visible impressions are taken into account in the search for target audience optimization campaigns.
- The principle of enriching panel data with other sources in order to improve the accuracy of the audience results of digital campaigns.

In addition, CESP made the following recommendations:

- Deliver a status report on the MMX panel to the industry in order to validate significant evolutions and changes.
- Validate the strong assumptions of the solution, in particular the stability over time of the demographic distribution of the cookies exposed to vCE measured campaigns.
- Extend the partnership to further third-party providers to further improve the demographic profile assignment of cookies.

Finally, CESP notes that the impression volume of a campaign is one of the main factors contributing to the reliability of the results.

comScore has already planned improvements consistent with the CESP recommendations.



THE vCE METHODOLOGY

In France, the vCE solution is based on the combination of five data sources:

- site-centric data sent to comScore servers by all sites that have implemented a comScore affiliated tag
- data sent to comScore's servers following the tagging of campaigns to be measured and optimised
- access to additional data from a partner that provides comScore with qualified socio-demographic cookies
- the comScore MMX panel whose goal is to measure the internet audience on computers
- the establishment survey of the MMX panel

These data are combined with each other through different stages of modelling to assign and qualify the demographic audience (gender x age) of the campaigns.



About CESP

CESP (Centre d'Étude des Supports de Publicité) is a non-profit organization created in 1957, regrouping the different stakeholders of the French media industry: media owners and their sales houses as well as media agencies and advertisers. CESP conducts two main types of missions: audits in France (for all media currency studies) and abroad, and consultancy missions locally and internationally. Eighteen permanent staff work at CESP and are supported by a high profile Scientific Committee of 16 professionals from the academic and media industry fields, involved in all audits carried out by CESP.

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