mediapulse

Tableau Dashboards

The Mediapulse Online Content Traffic Data review process is based on two Tableau dashboards: The Data Publication Preview & View for Data Review. Each dashboard provides several facts and filters.
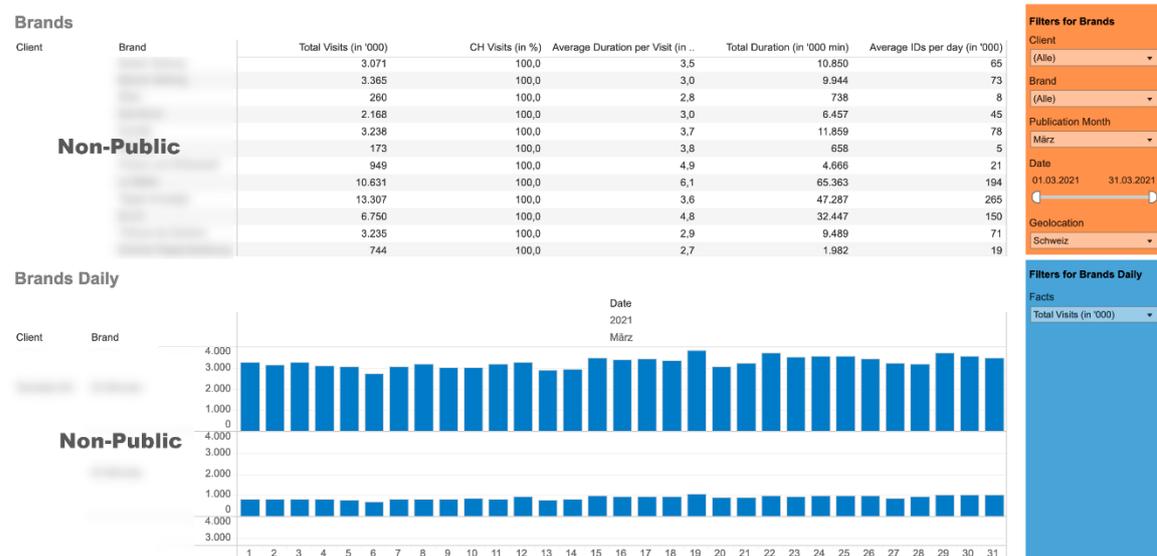
Tableau Login

- Clients eligible for the data review process will receive direct links to the Tableau dashboards via Email.
- Alternatively, all users can sign in via https://tableau.mediapulse.ch and use the navigation pane (left-hand side; "Durchsuchen")
- The dashboards are located under "Durchsuchen / Mediapulse Online Content Traffic Data / Data Review Dashboards"

Dashboard I: Data Publication Preview

- This dashboard is a first preview of the data that will be publicly available.
- The dashboard is subject to change and expansion (e.g., to include assets)
- The publication will contain additional dashboards including a brand ranking
- The "Data Publication Preview" dashboard consists of a
    o "Brands" table incl. four facts (top table)
    o "Brands Daily" table visualising one of the facts (bottom table)
    o Filter section (right-hand side)

Facts

Fact Name	Fact Description
Total Visits (in '000)	Sum of total visits in thousands
CH Visits (in %)	Visits from Switzerland in percent
Average Duration per Visit (in min)	Total duration in minutes divided by total visits
Total Duration (in '000 min)	Sum of total duration in thousand minutes
Average IDs per day (in '000)	Daily average of cookies / browsers / device IDs in thousands
Day Count	Number of days the currently selected/filtered data is based on. Available as "mouse-over"

Filter

Filter Name	Filter Description
Brand	Multiple-choice selection of brands to be displayed
Publication Month	Selection of publication month, starting from February 2021
Date	Filter for specific date range within the selected publication month, starting from February 1st 2021
Geolocation	Filter for Swiss (default) and/or international traffic
Facts	Single choice selection of fact to be displayed in the daily bar chart

If no data is being displayed, try resetting all filters (select "all ")

Dashboard II: View for Data Review

- This dashboard provides a unique view that will only be available for the data review process.
- The "Data Publication Preview" Dashboard consists of
  - "Asset & OS" table displaying user-selected facts aggregated on the asset and operating system (OS) level
  - Filter section (right-hand side)
- Please note that an asset-level fact cannot just be summed up and used as/compared to the equivalent brand level fact. For example, total visits across two assets cannot be summed up to ascertain the total visits for their brand. Two visits that might be unique from an asset perspective might be considered as one visit for their brand.
- Facts on the OS level, however, can be aggregated (e.g. summed up) to the asset level. The dashboard facilitates this aggregation: users can "collapse" the OS column and the dashboard will automatically aggregate the facts on the asset level.
- Please note that traffic data before 15th March 2021 is minimally (<0.0001 %) inflated.

Facts

Fact Name	Fact Description
Total Visits (in '000)	Sum of total visits in thousands
CH Visits (in %)	Visits from Switzerland in percent
Average Duration per Visit (in min)	Total duration in minutes divided by total visits
Total Duration (in '000 min)	Sum of total duration in thousand minutes
Average IDs per day (in '000)	Daily average of cookies / browsers / device IDs in thousands
PC Visits (in '000)	Sum of total PC visits in thousands
PC Duration (in '000 min)	Sum of total PC duration in thousand minutes

PC IDs per day (in '000)	Daily average of PC cookies / browsers / device IDs in thousands
Phone Visits (in '000)	Sum of total phone visits in thousands
Phone Duration (in '000 min)	Sum of total phone duration in thousand minutes
Phone IDs per day (in '000)	Daily average of phone cookies / browsers / device IDs in thousands
Tablet Visits (in '000)	Sum of total tablet visits in thousands
Tablet Duration (in '000 min)	Sum of total tablet duration in thousand minutes
Tablet IDs per day (in '000)	Daily average of tablet cookies / browsers / device IDs in thousands
Day Count	Number of days the currently selected/filtered data is based on.

Filter

Filter Name	Filter Description
Brand	Multiple-choice selection of brands to be displayed
Asset	Multiple-choice selection of assets to be displayed
OS	Multiple-choice selection of operating systems to be displayed
Facts	Multiple choice selection of facts to be displayed in the Assets table
Date	Filter for specific date range, starting from February 1st 2021
Geolocation	Filter for Swiss and/or international traffic
Clean	Single-choice selection of "data validity". TRUE (default) only shows brands and assets which were validated. FALSE only shows data which was not validated / tagged incorrectly

If no data is being displayed, try resetting all filters (select "all")

1. Explanation of Basic Facts: Visits, Visit Duration, IDs

1.1. Visits

Website Visits

Visits are made up from a consecutive line of measurement events and constitute a "session" of a user within a specific area of content/application both on the "web" as well as within a mobile app.
On the web, a visit is commonly defined as a sequence of requests from a uniquely identified ID that expires after a certain amount of inactivity. Mediapulse follows the ABCe recommendation for a 30-minute timeout between page impressions for a new visit to begin. Visits can be measured on several levels of a website: individual sites/brands and their subsections.

App Visits

For the measurement of mobile applications, a page impression definition does not exist. Therefore, a visit within a mobile app is defined as the Δt between two captured events indicating the beginning and end of an interaction with an app by a user. If the background or close event is missing, the session duration is being transmitted in the next session by the user. Two types of events appear eligible: 1) App open and app close. 2) App to foreground and app to background. All visits end at 02.00 local time.

1.2. Visit Duration

Website Visit-Duration

The visit duration is calculated from the time between the first and the last measuring event of a visit. Due to the stateless nature of the underlying http-protocol, measurement events (and page impression) have no duration (no end time). Therefore, the duration of each event is defined by the beginning of the next. This leads, in the case of web to the problem of the "last page impression". To deal with this the visit duration includes an average page impression duration of the brand as an estimate for the duration of last page impression of the visit.

App Visit-Duration

Following the logic of the "app-visits", the visit-duration for mobile-apps should simply be the measured Δt between two captured events indicating the beginning and end of an interaction with an app by a user. If the background or close event is missing, the session duration is being transmitted in the next session by the user.

1.3. IDs

An ID is a browser that accesses a website or the instance of an individual mobile application for which usage can be observed over time. It is determined using cookies and other identification features. The same ID is only counted once in the period under review. "IDs" are also called "Unique Clients", "Unique Visitors", "Unique browsers".

Website IDs

Traffic publication ID is given as an average per day for brands. IDs will not be reported on a network level in the traffic data publication as ID inflation is even more pronounced in the reporting of networks. There is a solution for panel observations, but it cannot effectively be solved for census measurement.
IDs are being inflated since cookies are deleted or quarantined either by browsers (Safari), by third party tools or by users themselves. This inflation can be handled in various ways (panel, 1st Party, calculation

model, ignoration). No ID correction is planned for the launch of Mediapulse Online Data. An estimation of the IDs based on panel information could be considered at a later stage of the project.

App IDs
Identifiers used for the calculations of IDs in the app use case are still much more stable.

Isabelle Waser
Sr. Research Manager Online
Isabelle.waser@mediapulse.ch
+41 58 365 47 30

Mediapulse AG
Badenerstrasse 15
8004 Zürich