

SOCIAL BYOD FEEDS

How could you prove the value of social by bringing your own source-of-truth measurement data into Scope?

KEY BENEFITS



Seamlessly report, pace, and make turnkey optimizations across social platforms using source-of-truth measurement data.



Measure performance beyond native publisher capabilities using custom-defined KPIs built on outcomes from website or app analytics, revenue data, brand safety data and more.



Power intelligence and actions in the platform with live outcome data to improve results.

YOUR SOURCE OF TRUTH

Bring first- or third-party analytics data into Scope through our feed-based ingestion framework.



Adobe Analytics



HEAP



salesforce



Google Analytics



In-store sales and events data

Website traffic

Viewability

Location

Click tracking/attribution

Mobile app attribution

Your CRM data

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BASIC STEPS FOR GETTING STARTED

Below steps assume client is already (or will be) pulling Publisher Ad IDs into URLs.

1. Export required data from analytics/data platform
 - a. Required data: Publisher Ad ID, Date, Desired Metrics
 - b. Format:

| Date | ad_id | Your Metric Name | Your Metric Name 2 | Anything | Your Metric, Etc |
|------------|---------------|------------------|--------------------|----------|------------------|
| 2018-11-05 | 6105746016896 | 378 | 56 | | 12 |
| 2018-11-05 | 3435746011111 | 34 | 4 | | 34 |
| 2018-11-06 | 6105746016896 | 33 | 3 | | 2525 |
| 2018-11-06 | 3435746011111 | 11 | 55 | | 23 |
| 2018-11-07 | 6105746016896 | 22 | 77 | 23 | 1 |
| 2018-11-08 | 6105746016896 | 34 | 56 | | 6 |
| 2018-11-09 | 6105746016896 | 44 | 33 | | 3 |
| 2018-11-10 | 6105746016896 | 123 | 454 | | 3434 |
| 2018-11-11 | 6105746016896 | 34 | 532 | 45 | 5 |

The first row of the report should be the header row

Date Format can be whatever you like, YYYY_MM-DD preferred

Date header title can be whatever you like, date preferred

ad_id should be exact ad ID

ad_id header title can be whatever you like, ad_id preferred

Note this is an ad level report at daily granularity (ie: unique ad IDs per day)

2. Provide sample report to 4C contact
3. 4C product team will validate the provided sample can be ingested into Scope
4. Confirm the ability to send the report/file to 4C via SFTP or Email
5. Once data is being received in Scope:
 - a. Create global custom metrics in-platform
 - b. Use metrics in Performance Dashboard, Report Center, Pacing Dashboard, Rules-Based Optimization/Smart Groups, Ad Manager