



Claritas Optimize

RSS Prefix Overview

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OVERVIEW

This document will provide an overview on creating and validating RSS Prefix placements for an Optimize campaign.

WHAT IS AN RSS PREFIX?

An RSS prefix URL can be included in the audio file name of a podcast by the content publisher via the Podcast Hosting Platform. Placing the Claritas prefix will enable tracking attribution and lift performance of a host read advertisement that is included within the episode recording.

Once an RSS prefix has been included through a Hosting Platform, all previous and future podcast episodes will include the prefix so data can be temporarily redirected to Claritas upon play/download of the file to capture the necessary elements for attribution and lift reporting. Once the data is captured, usually within milliseconds, the request will be directed back to the hosting platform to continue download of the episode.

The Claritas RSS prefix can be either:

- <https://claritaspod.com/measure/>
- <https://www.claritaspod.com/measure/>

CLARITAS IMPRESSION METHODOLOGY

Based on the guidelines released by the IAB for podcast measurement, Claritas defines an impression as a unique combination of the following items condensed to 1 count per day:

- User Agent
- IP
- Podcast Show / Episode
- Time Stamp

Once the daily counts for episodes are solidified based on the items above, the IAB qualified downloads are put through the Claritas proprietary IVT process to further eliminate the bots, spiders, crawlers, and other known blacklisted IP addresses and/or User Agents. Claritas counts will likely be slightly below those derived from the Hosting Platform. The number being considered for attribution is the actionable data of consumer IPs against which the system can perform analysis.

PODCAST HOSTING PLATFORM IMPLEMENTATION

Most Content Publishers are already familiar with the implementation and any limitations of a prefix in their specific Platform. The table below is limited to those that did Beta testing with Claritas during our product release testing. Please review specific instructions from your Hosting Platform if questions arise on where to place the Claritas prefix.

SAMPLE HOST PLATFORM PREFIX INSTRUCTIONS		
HOSTING PLATFORM	ADDITIONAL INFORMATION	HELPFUL LINKS
Omny Studio	Under Program Settings, select Content and enter the RSS Prefix.	Instructions from Omny Studio
Simplecast	Under Distribution, then Advanced Settings, enter the RSS Prefix in the 'Analytics Prefix' field.	Instructions from Simplecast

USING MULTIPLE RSS PREFIXES

Some Hosting Platforms limit the number of Prefix URLs that will be accepted. In this case the Content Publisher will need to combine a string of URLs in the slot available. The RSS prefix can be used before or after an existing prefix. To ensure the merged prefix does not cause any issues it is strongly recommended the combined prefix before changing your RSS feed.

ENSURE PREFIX IS VISIBLE AND REDIRECTING WITH DEVELOPER TOOLS

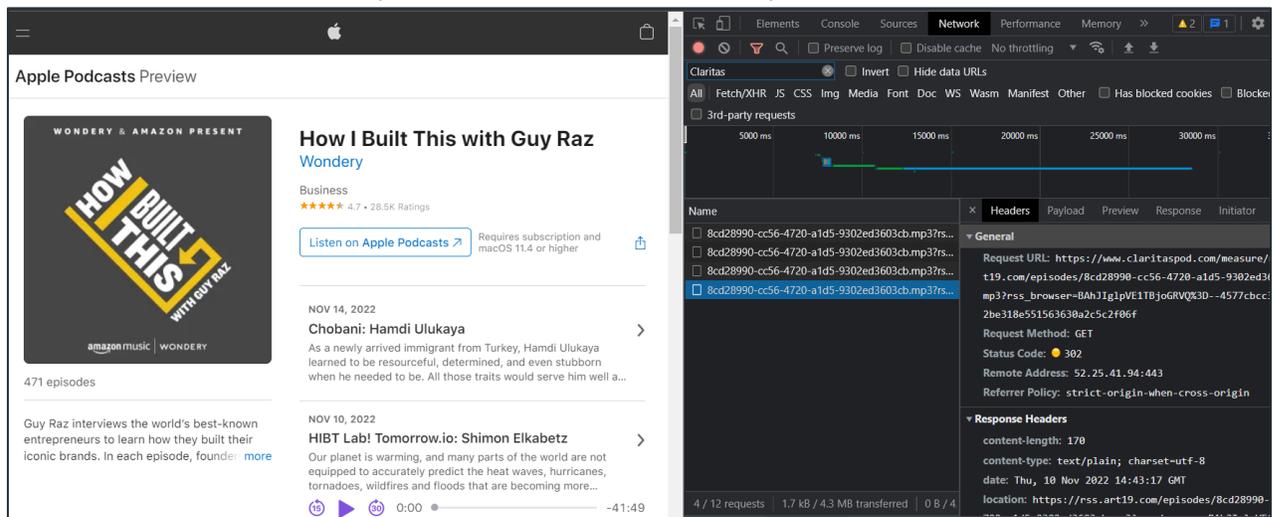
To verify the prefix is redirecting and the audio is playing pre campaign, please use the developer tools (Control+Shift+I).

1. Open the show being tested in either Apple Podcasts or your preferred podcast player. Validation is also possible by simply copying the enclosure URL from the RSS feed into your browser's address bar and hitting enter.

Note: If the prefix was recently placed, please allow a few hours before testing for the RSS feed change to take place. If testing is done immediately upon implementation, you will find the prefix in the RSS feed, but may not see the change applied across the various podcast players yet.

2. Open the developer tools (Control+Shift+I).
3. Press play on the episode.
4. Select the Network Tab and filter for the word Claritas.
5. Claritaspod.com/measure should be found as a distinct row in the redirect chain. There are usually multiple redirects happening for any given podcast episode.

Example of a verified redirect in the developer tools window.



The screenshot shows the Apple Podcasts interface on the left and the Chrome DevTools Network tab on the right. The podcast player displays the episode 'How I Built This with Guy Raz' by Wonderly. The Network tab is filtered for 'Claritas' and shows a list of requests. The selected request is a GET request to 'https://www.claritaspod.com/measure/t19.com/episodes/8cd28990-cc56-4720-a1d5-9302ed3603cb.mp3?rss_browser=BAH1IglpVE1BjogGRVQ%3D--4577cbcc2be318e51563638a2c5c2f06f'. The response headers show 'content-type: text/plain; charset=utf-8' and 'location: https://rss.art19.com/episodes/8cd28990-cc56-4720-a1d5-9302ed3603cb.mp3?rss_browser=BAH1IglpVE1BjogGRVQ%3D--4577cbcc2be318e51563638a2c5c2f06f'.

CAMPAIGN WITH BAKED-IN PLACEMENTS CHECKLIST

Please ensure the following items have been reviewed with clients in advance of the campaign start date:

- Communicate the Claritas prefix to the Content Publisher.
 - Perform any prefix testing on a back-catalog series.
 - Perform count comparisons as needed.
 - Once applied, verify the prefix is redirecting in the expected 300ms via the Web Browser developer tools.
- Identify publish date ranges and add Baked-in placements to Claritas AudienceAnywhere®.
 - Publish dates will capture any episodes released during this period.
 - Timeframe is how long to track the specific episodes found within the publish date range.
- Verify the RSS feed is up-to-date and accurate. Ensure the Enclosure URL in the RSS feed contains the Claritaspod.com/measure prefix.
- Ensure the Media partner is set to Podcast RSS so the appropriate IVT exemptions can be applied.

REPORTING ON BAKED-IN PLACEMENTS

Campaigns that contain baked-in placements will be available in the Respondent Report which can be scheduled or processed manually. This report will contain detailed information about the attributed and incremental conversions. The earliest listen will be considered for attribution in cases where a unique listener has multiple listening sessions within the same calendar day.

LEGAL NOTIFICATIONS

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