

## **Geoffrey Hing**

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# **Pixel tracking analytics (2013)**

This document is a services agreement for continued reporting of page hits for editorial collaborations supported by The Media Consortium (TMC) using the Pixel Ping pixel-tracker.

## **What I'll deliver**

- **Analytics reports** for editorial collaborations from up to 10 media policy briefings. Reports will be delivered quarterly by August 1, 2013; November 1, 2013 and February 1, 2014.
- **Analytics reports** for editorial collaborations around reproductive justice issues to be published in September/October. A preliminary report will be delivered by October 15, 2013 and a full report will be delivered by November, 13, 2013.
- **Customization of Pixel Pong software** to enable tracking and reporting of content based on campaigns.
- **Customization of tracking HTML generation page** to support tracking of content based on campaigns.

## **What I'll need**

- Schedule of media policy briefings or notification of briefings at least 10 days in advance of briefings
- A monthly call to touch base about project status, changing needs or unexpected challenges
- Confirmation of stories tracked as part of the various campaigns

## **Timeline**

**June-July, 2013** - Develop, test and deploy changes to the Pixel Pong software to support campaign tracking. Statistics for content based on the media policy briefings that occur before software modifications are deployed will be aggregated manually.

**August 1, 2013** - Delivery of first report for media briefing based-publications

**November 1, 2013** - Delivery of second report for media briefing-based publications

**October 15, 2013** - Delivery of initial report for reproductive rights-based publications

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**November 15, 2013** - Delivery of final report for reproductive rights-based publications

**February 1, 2014** - Delivery of third report for media briefing-based publications

## **Deliverables**

### **Analytics reports**

Analytics reports will include the following statistics:

For each tracked URL:

- Total hits per reporting period
- Hits on day of publication
- Hits on day after publication
- Hits in week of publication
- Hits in week after publication
- Total hits per month of reporting period

For each tracked campaign:

- Total hits per reporting period
- Hits on day of publication
- Hits on day after publication
- Hits in week of publication
- Hits in week after publication
- Total hits per month of reporting period

Reports will be delivered in at least one of these methods:

- Through a unique URL in the Pixel Pong application
- As a shared Google spreadsheet
- As an emailed Excel or Open Document Format spreadsheet file

### **Customization of Pixel Pong software**

I will customize the Pixel Pong software to enable tracking of “campaigns” making it easier to identify page hits for content tracked from media briefing-based content versus content generated as part of the reproductive justice project. Tracking of these different campaigns will result from including a unique slug in the tracking pixel HTML.

Tracking code that presently looks something like this:

```

```

would now include an optional campaign slug:

```

```

The campaign slug would be recorded by Pixel Pong and included in the listing of statistics in the web application. Aggregation of statistics by campaign would be available either in the web interface or in the report spreadsheet.

## Customization of tracking HTML generation page

I will update the tracking code HTML generation form at <http://pixelping.tmcmedia.webfactional.com/panel/> to be able to generate tracking codes as [described above](#).

## Budget

<b>Development</b> Approximately 20 hours of development, testing, deployment and maintenance of Pixel Pong and tracking code generating applications	\$640
<b>Report generation</b>	\$288
<b>Custom statistic queries</b> 5 hours of custom queries or reporting beyond the statistics <a href="#">described above</a>	\$160
<b>Total</b>	\$1088

## Payment

Payment will be made in four payments of \$272. The first payment will be made by June 1, 2013. Each additional payment will be made following the delivery of reports on August 1, 2013; November 15, 2013 and February 1, 2014.

