



DART WHITE PAPER
COUNTING
METHODOLOGIES

JULY 12, 2001

DoubleClick

COPYRIGHT © 2001. DOUBLECLICK INC.

TABLE OF CONTENTS

Preface to DART Counting Methodologies	ii
Counting Impressions	1
The Ad Serving Process.....	2
Why Impressions May Be Counted Differently	3
Counting Clicks	6
Process of How DART Counts Clicks	7
Invalid Clicks	11
Why Clicks May Be Counted Differently	14
Using Referrers to Count Clicks.....	16
Counting Unique Users	18
Industry Standards	20
Appendix I: DoubleClick Privacy Policy	21
Appendix II: Counting and WebTrends <i>Log Analyzer</i>	24
Discrepancies Between WebTrends <i>Log Analyzer</i> and DART	25
Using Companion Hits to Minimize Discrepancies	28
Why Discrepancies Can Still Occur	30
Index	31

PREFACE TO DART COUNTING METHODOLOGIES

About this white paper

Because of a lack of standards within the Internet advertising industry, there is little uniformity in the way websites and ad-serving technologies count impressions and clicks. As a result, advertisers have difficulty making accurate comparisons among the many websites with which they do business.

While third-party ad serving through DoubleClick presents advertisers with an accurate, uniform methodology for counting and reporting impressions and clicks across multiple websites, there are often discrepancies between the numbers reported by DoubleClick and those reported by the internal or third-party counting systems used by the individual websites. Furthermore, because there are many factors that can cause these discrepancies, and because these factors vary by website, the discrepancies are typically not consistent from website to website.

The purpose of this white paper is to explain the discrepancies between the way DART and other organizations count impressions and clicks, and to provide ways to minimize the impact of these discrepancies.

How this white paper is organized

This white paper is divided into the following sections:

- [Counting Impressions](#) on page 1 explains the ad serving process and discusses why websites might count impressions differently from DART.
- [Counting Clicks](#) on page 6 explains the process by which DART counts clicks, discusses invalid clicks, explains why websites might count clicks differently from DART, and discusses the issue of using referrers to count clicks.
- [Counting Unique Users](#) on page 18 explains how DART counts unique users who visit DART-enabled websites.
- [Industry Standards](#) on page 20 explains DoubleClick's approach to industry standards for counting impressions and clicks.
- [Appendix I: DoubleClick Privacy Policy](#) on page 21 explains counting discrepancies between WebTrends *Log Analyzer*® and DART, and provides techniques to minimize those discrepancies.
- [Appendix II: Counting and WebTrends Log Analyzer](#) on page 24 explains DoubleClick's privacy policy and provides sample text for you to use in your websites.

COUNTING IMPRESSIONS

In online advertising, it is imperative to know how many impressions a given ad has served. This chapter explains how DART counts impressions as part of the ad serving process, and why DART's impression counts are sometimes different from the numbers that are produced by other, non-DoubleClick counting methodologies.

This chapter discusses the following topics:

- [The Ad Serving Process](#) on page 2
- [Why Impressions May Be Counted Differently](#) on page 3.

The Ad Serving Process

The following figure shows the process by which DART serves ads.

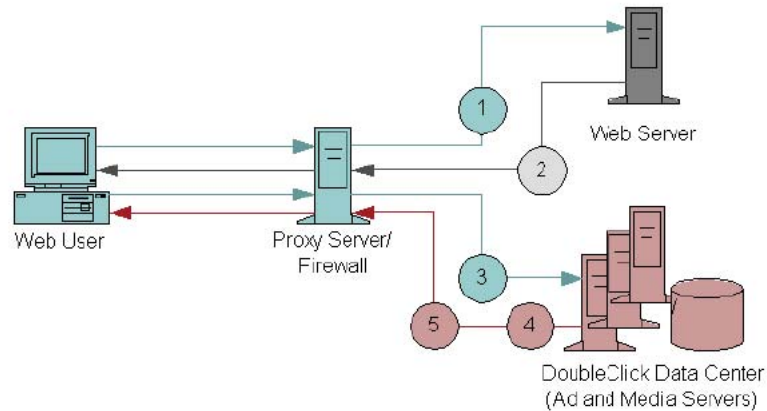


FIGURE: How DART serves ads

Stage	Description
1	The user requests an HTML page.
2	The Web server sends the user an HTML document.
3	The user's browser reads the HTML code and sends a request to <code>http://ad.doubleclick.net</code> for an ad.
4	The DoubleClick ad server chooses an ad and counts an impression.
5	The ad server, a media server, or a third-party redirect server serves the ad.

DART counts an impression when the ad server determines which ad to send (Stage 4) after receiving a request for an ad from the user's browser (Stage 3).

Many websites and ad-serving systems count an impression when the HTML page that contains the tags for the ad is sent to the user (Stage 2). This counting method incorrectly equates a page view with an ad impression. For a variety of reasons, browsers often send requests for HTML pages, but do not send requests for the ads in those pages. When counting impressions, DART counts only requests for ads themselves, not requests for the HTML pages that contain the ads.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.