

Data Collection and Validation

Preface

Eko's premium interactive content can only play within our proprietary player, which can perform on all modern browsers, computers and mobile devices. During video play, events such as player appearances, starts, completes, any types of engagements within the video etc. are sent by the Eko Video Player as HTTPS posts to our internal tracking system (Eko Analytics) which is built upon Amazon Redshift. Events are also reported to our Google Analytics account for tracking audience demographic and psychographic data.

Our event reporting mechanism is built in a way that enables us to easily report all these events to any external tracking system.

Third Party Tracking System Integrations

In order to allow our partners (and their associates) to validate this data and integrate it into their own analytics systems, the Eko Video Player can also report events to a second or third party account on any of the following tracking systems:

- Mixpanel
- Google Analytics
- Floodlight (by DoubleClick/Google)

Support for these services is part of our standard offering, and we require the partner's account codes on the relevant target system in order to enable tracking.

As part of large collaborations and bespoke video experiences, Eko can integrate a custom tracking solution into the content (pixel, HTTP request etc.) that accommodates the partner's special reporting needs. This will require custom handling and engineering.

Event Types & Attributes

The events that are reported as part of the standard offering are:

- View events
 - Playback and control events (play, pause/resume, volume control, full-screen, replay)
 - Video completion (if applicable - some videos may be defined as an endless loop)
 - Sharing intention and additional conversion CTRs from within the player
- Engagement events
 - During an Eko experience, the end viewer is exposed to several engagement opportunities, depending on the creative of the content:
 - Choice moments in which the end viewer chooses how the story evolves between a set of options
 - Real-Time Switching between parallel storylines
 - Additional game-like engagement opportunities in which the end viewer's actions influence the story
 - Every single such engagement event is reported by the player, allowing for meaningful analysis of the end viewers' level of engagement and selection preferences. (Which decision is more engaging or controversial? Is there a tendency towards "Red" or "Blue"? Etc.)
- Completion quartile events (25%, 50%, 75%)
 - As the length of an Eko video can vary based on the end viewer's interaction, there cannot be an auto-generated notion of quartiles, and these events are not reported by default.
 - As part of the standard offering, the moments considered as the quartiles in the video can be explicitly defined and reported -- this needs to be manually configured within the code of the specific video, using time or event based definitions provided by the third party.

Each event is reported with a standard set of attributes, including:

- User browser identifier (stored in a cookie dropped by the Eko product on the browser)
- Browser type & version
- Geo: city, country, region
- Device: model, vendor, type
- OS, OS version, OS language
- Referring webpage (and initial referrer for returning end viewers)
- URL of the page that embeds the player
- Screen resolution (height, width)

As with custom tracking solutions, any additional events or attributes can be added per partner request, but they will require custom handling and engineering.

The Eko Video Player's analytics system tracks unique end viewers by assigning cookies to their browser. This is a standard tracking technique when a Web experience does not employ user authentication like a login system. These cookies function as a unique identifier, but just like any cookie, they are deleted if end viewers clear their Web cache (and on mobile, they reset whenever an end viewer closes his/her browser). Furthermore, separate cookies are generated when an end viewer revisits the experience in a separate browser or platform. So to be completely accurate, a unique is tracked as the combination of end viewer + device + browser.

There are premium, specialized services that offer the ability to track unique end viewers across different applications and environments (e.g. Drawbridge, TapAd). Using algorithmically-driven cross-device matching, they infer which unique end viewers are visiting the experience from different channels. All of these options would require specialized integration with the Eko Video Player.

Audience Data Validation

Viewership, Engagement and Audience Segmentation Data (demographics and psychographics)

Eko tracks the viewer base's demographic (age, gender, location) and psychographic (interests, affinity groups) data using Google Analytics Audience Insights. The insights delivered via Google Analytics are made available to Eko clients based on the terms of each individual business deal.

The Google Analytics platform provides sampled demographic and psychographic insights on traffic recorded by Google Analytics. With Google's incredible reach and vast data collection capacity, these insights are considered very trustworthy and valuable. On each content view, the Eko Video Player reports to Google Analytics, thus providing view level audience data for each campaign. This enables general visibility into the demographic and psychographic breakdown of the audience.

It is important to note that the audience data provided by Google Analytics (and most vendors in this space) is sampled, mainly due to privacy restrictions. This means that the audience data analysis enabled is proportional, but cannot provide actual numbers of end viewers with different attributes. Moreover, in cases of low viewership, the audience data may be sporadic and insignificant.

In addition to the general visibility, the Eko Video Player reports a few choice events to Google Analytics:

1. Video play
2. 1st engagement
3. 3rd engagement (which is also the qualifier for monetization)
4. 6th engagement (last monetizable event)
5. 10th engagement
6. Shares

This enables a basic cross-reference between the audience attributes and their behavior -- but important to keep in mind that this information is sampled.

It is also possible to report additional custom events to Google Analytics and enable behavior/audience data breakdowns on custom tracking events developed for a partner project.