



Plugging Data Leakage with TagScan

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You've probably seen...

Display Advertising Technology Landscape



What's the impact?

- **Data Leakage**
 - ✓ Multiple advertisers dropping multiple cookies
 - ✓ Publishers audience data is unprotected
- **Site Performance**
 - ✓ Latency issues from ad creative
- **Malware Detection**
 - ✓ Visitor experience effects publisher reputation

The Old Solution

Too Little, Too Late

- Manual
 - One tag at a time
- Technical Resources
 - Poor use of technical team
- Time Consuming
 - Comb through data. How often?



The New Solution

TagScan

- Identifies issues that previously went un-checked
- Saves time and money
- Protects site & user base
- Enforces publisher specs & guidelines

Policy Setting

Custom Policies

Load Time
Initial Size
Total Size
Total Requests
Errors Found
Total Cookies
CPU Utilization
Malware
Flash Version
Flash Frame Count
Flash Frame Rate

Blank Ads
Cookie Size
Cookie Expiration
HTML5 Storage
Flash Cookie
ClickThrough Redirects
ClickThrough Malware
ClickThrough Image
Category Blacklist
Company Blacklist
And More...

DEMO

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Test List

[New Test](#) | View: **My Tests** | [Refresh](#) | [Configure](#) | [Rename](#) | [Delete](#) | [Rescan](#) | [Properties](#) | [Search](#)

Select a test below to launch view:

Test Name	Schedule	Last Run	Policy Scan	Creator	Status
Pandora post login HP	None	2011-04-26 09:54:56AM	Ok	new demo	Done
Pandora Tag Test	Every 12 Hours	2011-04-26 09:45:39AM	Ok	new demo	Done
Collective Tag	Every 6 Hours	2011-04-26 09:00:02AM	Ok	new demo	Done
Boston Globe HP	None	2011-04-25 09:48:25AM	Ok	new demo	Done
PB Featured	None	2011-04-19 09:56:09AM	Ok	new demo	Done
Newsarama HP	None	2011-04-19 09:48:52AM	Ok	new demo	Done
WP test	None	2011-04-15 12:58:28PM	Ok	new demo	Done
CNN Test	None	2011-04-13 03:07:05PM	Ok	new demo	Done
ModMyi	None	2011-04-12 03:18:33PM	Ok	new demo	Done
MSN	None	2011-04-12 03:17:02PM	Ok	new demo	Done

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Scan Results: Pandora Tag Test

[Select Scan Instance](#) | [Create External Report](#)

Manual Test Performed: Tuesday, April 26th, 2011 at 9:45 AM

Screenshot



Performance

Load Time (sec): 1.54
CPU Post-Load (%): 2.1

Network Information

Initial Size (KB): 9.09
Total Size (KB): 36.65
Total Requests: 11
Errors Found: 0
Malware Suspected: No

Client-side Storage

HTTP Cookies Set: 7
Flash Cookies Set: 0
HTML5 Storage Set: 0

[more details...](#)

[more details...](#)

Business Case for TagScan

The majority of Publishers currently have a very limited QA process when it comes to receiving new tags and putting those tags live on their site. Having a limited QA process often results in malware, data leakage and site performance risks as well as lost revenue and efficiencies. TagScan is a much needed and cost effective safety net for this problem.

Base Assumptions: 7 reps ; each making \$30/hr

Normal Delivery Issues:

3 per month, 1.25 reps to solve issue, 2-4hrs labor, \$75-150 cost per issue + \$150 lost revenue

Total Cost: \$300-600

Malware Attacks:

1 per quarter, 3-5 reps to solve issue, 4-8hrs labor, \$600-1,200 operational costs per issue + \$2,000 in lost revenue

Total Cost: \$2,600 - \$3,200

Data Scraping (Leakage):

Unknown number of incidents per month (without TagScan)

Potentially \$3,000 - \$5,000 per incident

(* This is an estimated number based on the average monthly revenue retargeting companies pay Publishers to “buy” their data)

Unknown Costs and Opportunities lost:

- Being labeled as a distributor of Malware - \$?
- Site Performance/latency due to slow loading ads - \$?
- Labor hours lost fighting off a delivery or malware issue that could be spent loading new campaigns and optimizing current campaigns - \$?
- Thoroughly testing tags before they go on your live on your site, in a timely fashion - \$?



Questions?

For further information please contact:

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Thank You



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