

Cross-industry Programmatic Taskforce: Data Field List (DFL) to support end-to-end financial audits of the programmatic supply chain: FINAL: 011221

NOTE: Cross-industry Programmatic Taskforce agreed Data Fields List (DFL) to be used for obtaining the data in order to carry out a financial audit of the supply chain, as required by a Sponsoring Party. Only to be used in accordance with the **Data Principles document**.

Suggested Required Fields			
Origin of field: DSP/SSP	Field	Definition	Reason it is essential for matching impressions
Both	Time stamp (as granular as possible)	The time at which impression was served	It must be verified that the timestamp is the same at all points in the supply chain to ensure it is the same impression (with understanding there could be lag)
Both	Country	The country in which the impression was served	Allows the universe of data to be defined consistently across all sources
Both	Advertiser ID/Advertiser name	The advertiser name or ID that maps to the specific advertiser who have purchased the impression - this may differ by tech provider which will require a mapping to be done	Ensures data can be correctly mapped to the advertiser
Both	Seat ID	The ID that maps to the buyer/seller account	Ensures data can be correctly mapped to the advertiser using a unique ID
Both	Advertiser domain	The URL of the advertiser which is communicated in the bid response from the DSP to the SSP/publisher during bidding	Supports data to be correctly mapped to the advertiser (in conjunction with other IDs)
DSP/SSP	Campaign ID	A unique identifier for the campaign that the impression is a part of	This category can be used to further verify if an impression is matched (optional but useful).
DSP/SSP	Deal ID	A unique identifier for the deal that the impression is a part of	This category can be used to further verify if an impression is matched (optional but useful). This field also can be used to verify that an impression was sold through a private rather than open marketplace.
Both	Domain/URL ending fields*	As a minimum the Domain, e.g. www.kentonline.co.uk, and URL ending (ie page related) where possible. Domains should reference directly the website where the impression was served and should not be listed as the parent company for an aggregated grouping of different websites under the same company ownership. This can be exemplified by: <i>The value passed in the domain parameter of the OpenRTB Site or App Object</i>	It must be verified that the URL is the same at all points in the supply chain to ensure it is the same impression being served
Both	Publisher ID/Publisher name	The publisher name or ID that maps to the specific publisher that is serving the impressions - this may differ by tech provider which will require a mapping to be done	Ensures data can be correctly mapped to the publisher
Both	Device Type	The type of device that the impression was served on, e.g. a smart phone, desktop, tablet or smart TV - this may differ by tech provider which will require a mapping to be done	It must be verified that the device type is the same at all points in the supply chain to ensure it is the same impression
Both	FX rate if applicable	If the currency the data is provided in is different to the reporting currency for the audit/what the advertiser is billed in, the rate at which the data currency could be converted into the reporting currency at the time that the impression was served.	Accurate exchange rates are needed to ensure values can be accurately compared across the supply chain
SSP	Buyer ID/Buyer Network/Buyer name	The buyer network, or ID that maps to the specific buyer network, that the impression was served through on the DSP - this may differ by tech provider which will require a mapping to be done	Ensures data can be correctly mapped to the Buyer network which is required to accurately identify an impression from the buy side.
SSP	DSP	The DSP, or ID that maps to the specific DSP, that the impression was served through - this may differ by tech provider which will require a mapping to be done	Ensures data can be correctly mapped to the DSP
SSP	Gross revenue	Gross revenue to the publisher for the impression - the revenue that the publisher earns from the impression including SSP fees	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
SSP	Publisher revenue/net revenue	Net revenue to the SSP for the impression - the revenue that the publisher earns from the impression, not including SSP fees	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
SSP	SSP fee (can be calculated as diff between)	The fee charged by the SSP on the impression	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
DSP	SSP	The SSP, or ID that maps to the specific SSP, that the impression was served through - this may differ by tech provider which will require a mapping to be done	Ensures data can be correctly mapped to the SSP
DSP	Media cost	The amount paid for the impression by the advertiser	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
DSP	Data cost	The cost of any data that was used to target the impression	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
DSP	DSP fee	The fee charged by the DSP on the impression	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
DSP	DSP other fees (tech or data)	Any additional fees applied by the DSP on the impression	This is a figure that must be taken into account in the supply chain matching to compare impression price on the buy and sell side.
New Field/s			
Reserved for new fields such as buyers.json / a transaction ID or similar when adopted			
Non essential fields			
Origin of field: DSP/SSP	Field	Definition	Reason it is useful for matching impressions
DSP/SSP	Creative Type	Whether an impression is video or display	This category can be used to further verify if an impression is matched (optional but useful).
SSP	2nd bid price	The second bid price for an impression; only relevant for audit if a 2nd price auction took place	Used to confirm that the winning bid price and the gross revenue figures align in the supply chain for the impression based on the auction type.
SSP	Auction type (1st/2nd)	Whether the impression auction was first price or second price	Used to confirm that the winning bid price and the gross revenue figures align in the supply chain for the impression based on the auction type.
SSP	Price floor	The minimum price floor for an impression	Optional: Used to confirm from audit perspective that the winning bid price was not below the price floor when evaluating the flow of cost in the supply chain.
SSP	Exchange or integration type (i.e. EB, Index wrapper etc)	Description of the exchange or integration type for an auction, i.e. Exchange Bidding, Index wrapper etc.	This category can be used to further verify if an impression is matched (optional but useful). This category is also necessary to evaluate if any fees were being correctly attributed based on the integration type.
SSP	Auction/Transaction type (Open, PMP, PG etc)	Where auction took place; referring to open market, private market place, private guaranteed etc.	This category can be used to further verify if an impression is matched (optional but useful).
SSP	Winning bid price	Price for the winning bid in the auction	Used to confirm that the winning bid price and the gross revenue figures align in the supply chain for the impression based on the auction type.
DSP/SSP	IAB category	Category of impression from IAB Tech Lab Content Taxonomy	This was put forward in one of the original working group sessions as a field possibly useful for an audit to verify the target category of an impression. More relevant to ad fraud analysis rather than audit of transactional data to understand any value loss in supply chain.
Both	URL	The URL on which impression was served - domain name is required for example www.bbc.co.uk and the full URL is ideal for example https://www.bbc.co.uk/news/technology-55232790	It must be verified that the URL is the same at all points in the supply chain to ensure it is the same impression being served
DSP	Any verification tool IDs	A unique identifier for any verification tools that were used for that impression	This would be useful if the audit was linking into verification data sets to confirm costs or to verify if the impression being evaluated was served.