



Subsiting

What is subsiting?

If your site has a subsiting arrangement with another site, users visiting the other site will on occasions (usually depending upon ad management rules) automatically request a page from your site even though they had no intent to do so.

So how does it work?

When a user visits the other site and requests a page from that site, as well as the page that was requested being served, a new browser window opens automatically on the user's PC into which a page from your site will be served, typically as a pop-under. Hence, two Page Impressions are generated for the one User request.

This means that your website can generate pages and consequently count Page Impressions, Unique User/Browsers and Visits, from a page that has been "pushed" into the User's browser.

What is the issue?

JICWEBS was asked to clarify whether such traffic was valid under the industry-agreed rules. JICWEBS therefore reviewed the following definition:

Subsited Traffic is defined as "A Page Impression served for a site within a separate browser window (typically a pop-under) automatically generated by another site as a result of a request by a valid User for the content of the other site."

and confirmed that under the industry-agreed rules **Subsited Traffic is NOT valid** and hence should be excluded from all certified figures.

What is not Subsited Traffic

Subsited Traffic is not Automated Page Impressions, which are valid under the current industry agreed rules and, when material, declared separately on the certificate. Automated Page Impressions always result from an intentional User request for the first Page Impression; the following Automated Page Impressions are usually the result of a refresh instruction within the code of the page. Subsited Traffic cannot ever be the result of an intentional User request.

Furthermore, if a user clicks on an ad banner which opens your site in a new window, this is perfectly valid traffic as it results from an intentional user action.

Consequently, it is important that website owners ensure that all Subsited Traffic can be identified and hence excluded from all counts where ABCe certification is required.

