Article Impact Monitoring (AIM)
Page View Data Technical Specification

Introduction

This document provides details of the technical requirements for onboarding of page view data from publishers.

It is intended for use by publishers wishing to onboard one or more of their web title in NLA media access' Article Impact Measurement (AIM) product, to support them in setting up the provision of page view data for this service.

This document contains four sections
- A description of the AIM product
- The onboarding process
- The requirements of the files we receive from you
- The ongoing maintenance of the data provision

For further information on the document, please contact NLA's Publisher Services team at publisherservices@nla.co.uk.

Product description

AIM is a service from NLA which delivers metadata for web articles beyond those routinely available.

This service is available to Media Monitoring Organisations (MMOs) and Media Evaluation Companies (MECs) who then apply analytics and aggregations to the data received and share their findings with their clients, including PR agencies and corporate clients.
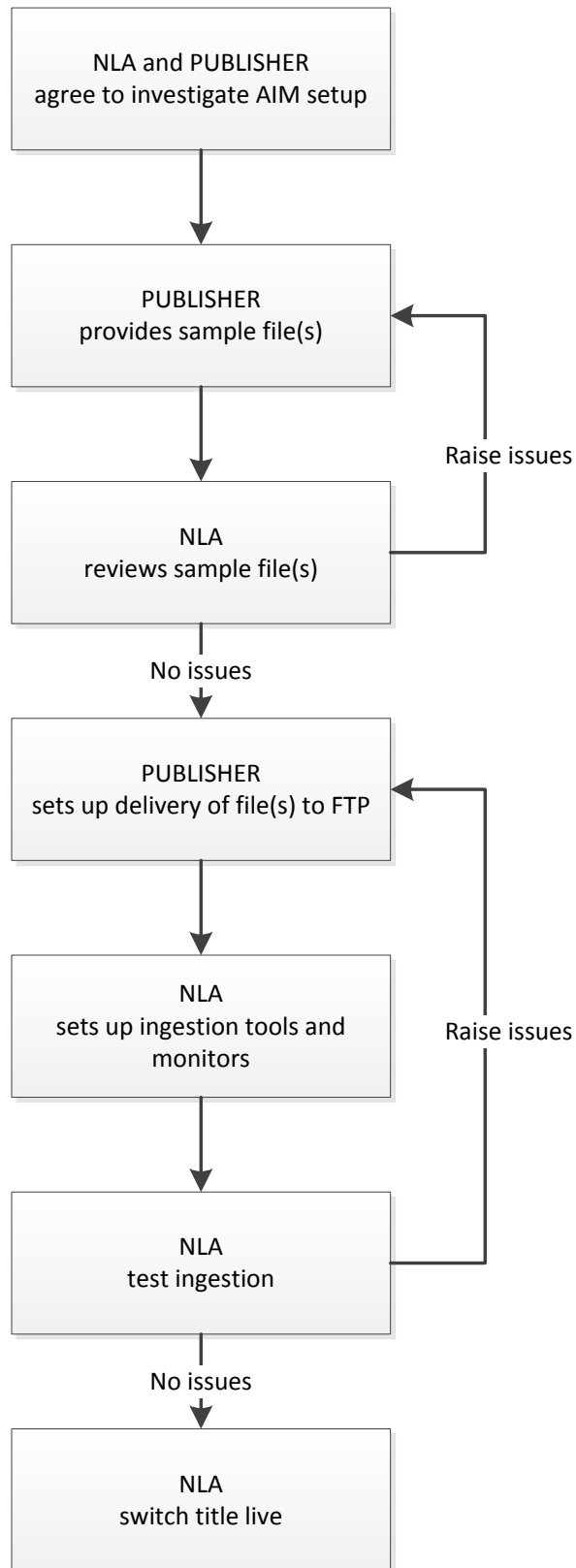
Although the metadata is available to users without an eClips Web (eCW) licence, any title onboarded to AIM must also be onboarded to eCW as this service is based on the eCW architecture.

The metadata available in AIM include:
- Article-specific page views
- Twitter mentions
- Third party republications

Page view data must be provided by the publisher of the original article.

Supply set-up process

```
┌─────────────────────────────┐
│   NLA and PUBLISHER          │
│   agree to investigate AIM   │
│   setup                      │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│   PUBLISHER                  │◄──────────────┐
│   provides sample file(s)    │               │
└─────────────────────────────┘               │
              │                         Raise issues
              ▼                               │
┌─────────────────────────────┐               │
│   NLA                        │───────────────┘
│   reviews sample file(s)     │
└─────────────────────────────┘
              │
           No issues
              ▼
┌─────────────────────────────┐
│   PUBLISHER                  │◄──────────────┐
│   sets up delivery of        │               │
│   file(s) to FTP             │               │
└─────────────────────────────┘               │
              │                                │
              ▼                                │
┌─────────────────────────────┐               │
│   NLA                        │         Raise issues
│   sets up ingestion tools    │               │
│   and monitors               │               │
└─────────────────────────────┘               │
              │                                │
              ▼                                │
┌─────────────────────────────┐               │
│   NLA                        │───────────────┘
│   test ingestion             │
└─────────────────────────────┘
              │
           No issues
              ▼
┌─────────────────────────────┐
│   NLA                        │
│   switch title live          │
└─────────────────────────────┘
```

File requirements

Property	Requirements
File type	.csv OR .xlsx
File name	Any standard convention, preferably including Date
Delivery mechanism	Delivery to our FTP OR Retrieval from your FTP
Frequency of delivery	Daily
Time of delivery	Between 0000 and 0500, for the previous calendar day
Unique identifier	Article ID (from CMS) OR Article URL
Data points	Date of page views AND Count of page views (also called impressions or hits)
Number of rows	Data for all views on a given day OR Top 5000 articles minimum

Note that the Unique identifier supplied MUST match those provided in the eCW feed or we will not be able to process your data.

There are some files that meet the above requirements but would be more complex to process and therefore will increase the onboarding time. For example
- If multiple rows are returned for some or all articles
- If pages are included which are not actually articles
- If comma separation is invalid due to commas appearing within data
- If additional unrequired fields are included
- If multiple titles are reported in a single file

Supply maintenance

Data supplied through AIM is distributed on to our customers and their clients. We therefore have a duty to ensure the highest possible level of reliability of data retrieval and delivery, and quality of that data.

To that end, we ask that you ensure suitable processes are in place to ensure that we are notified in advance any changes that might impact data quality or quality, with sufficient lead time to allow us to make changes to our ingestion processes.

In addition, we request that we are provided with the details of a suitable individual or team to contact in the event of a delivery or quality issue. In this case, we will work directly with you to get the supply working again as quickly as possible, and will also request retrospective delivery of any missing or incorrect files.