

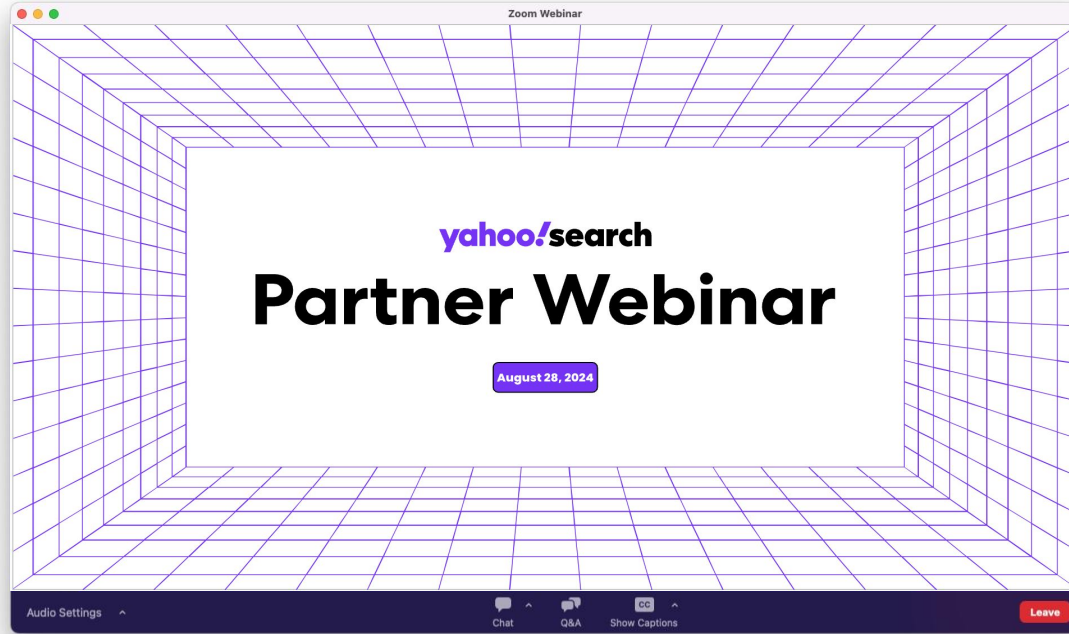


yahoo!search

Partner Webinar

August 28,
2024

Zoom features



→ Full Screen

Polls
When polls are launched, they will popup in the middle of your screen

→ Leave Webinar

Audio is disabled for participants

Host Chat is enabled

Q&A

Welcome



David Weinman

Product Management
Director, Yahoo Search



Nick Moeller

Product Manager, Yahoo
Search



Haley Schwalm

Senior Marketing Manager,
Yahoo Search

Agenda

01 Welcome

02 Clarity troubleshooting & best practices

03 Partner Insights refresher & new features

04 Q&A

Clarity Troubleshooting & Best Practices

David Weinman

Product Manager, Yahoo Search

What are Telemetry and Clarity?

- Telemetry – A MSFT JavaScript tool for determining dwell time and quickback rate
- Clarity – A MSFT JavaScript behavioral analytics tool

Is Clarity applicable to my business?



XML



Search API



Mobile Web



YPA



XML+



Web



Domain Match



App

Troubleshooting Process

- Yahoo developers are preparing partner documentation that details the process we use for troubleshooting partner JS issues
- We will walk through the process in the order that is the most direct for catching typical, undiscovered issues:
 - Check Yahoo HTML beacons, then Telemetry, and finally Clarity
 - Ensure that no errors appear in the JavaScript debugging console
 - Step 1: Ensure that the JavaScript file downloads correctly
 - Step 2: Check beacons are loading
 - Step 3: Check beacons are firing properly
- For your own troubleshooting, go through the steps in the same order
- Yahoo will provide the troubleshooting guide to partners when it is finalized

Ensure the Yahoo HTML Beacon is working

- The “HTML Beacon” section of the Select Tier Technical Requirements document details the HTML element needed on the page to implement the HTML beacon
- The corresponding network request should be available in the Network tab

Name	Headers	Payload	Preview	Response	Initiator	Timing	Cookies
customElements.js							
p?s=1197774733&ysi...	▼ General						
ysapilns.js	Request URL:	https://search.yahoo.com/beacon/geop/p?s=1197774733&ysid=4491F9ADBEC84345&traffic_source=[REDACTED]-oando114					
telemetryJS.js	Request Method:	GET					
edprg0c47t	Status Code:	● 200 OK					
26 requests 257 kB tra	Remote Address:	[2001:4998:58:204::1000]:443					

Select Tier JavaScript console debug logging

- Set the **test_mode=true** in the initialization code
- Verify there are no errors reported in the JavaScript console of your browser
- Console logs should look similar to the following; otherwise:
 - Recheck implementation requirements have been completed
 - Check that the appropriate Clarity project has been set up correctly

```
Search Results Yahoo instrumentation init params: Object
Telemetry script loaded
Telemetry load deferred to Clarity script initialization
Clarity script loaded
will try again Object
will try again Object
Clarity version is: 0.7.34
Clarity is ready, proceed with initialization Object
initializing Telemetry Object
Telemetry JS Report:
config.clarityProjectId is: pdurg7c40t.
config.requestGUID is 0f59dcldb4a34balbcde49580d34c12d.
config.propertyId is null, No Id Sync.
onLoad and onVisibilityChange action: pageLoadPing enabled with
pageLoadPingUrl:
https://search.yahoo.com/beacon/syndi/sbai/gg/1?Type=Event.CPT&Data=%7B%22pp
%22:%7B%22S%22:%22L%22%7D%7D&CID=73a54c3cb0ac443e93502d939e40b6fe&IG=55B4C89
8BB26B5C4ADEE41DFA8D3DA0D
onClick action: clickPing is enabled with pingUrlBase:
https://search.yahoo.com/beacon/syndi/sbac/gg/1?CID=73a54c3cb0ac443e93502d93
9e40b6fe&IG=55B4C898BB26B5C4ADEE41DFA8D3DA0D &ID= and default clickPingAttr:
data-bingads-suffix
4 element(s) with attribute data-bingads-suffix found in this page.
No Unused Config.
```

Ensure Yahoo JavaScript is being downloaded

The specific Select Tier JavaScript file in use will depend on your API integration

- For Sponsored Search XML API:
 - selectTier-v1.1.0.js
 - selectTier-p1.1.0.js if enabling Restricted Mode by default
- For Search API:
 - ysapiIns-v1.1.0.js
 - ysapiIns-p1.1.0.js if enabling Restricted Mode by default
- Yahoo serves these files from a best-in-class CDN and does not support self-hosted usage

Name	Headers	Preview	Response	Initiator	Timing
customElements.js					
p?s=1197774733&ysi...	▼ General				
selectTier-v1.1.0.js	Request URL:				https://s.yimg.com/ds/scripts/selectTier-v1.1.0.js
telemetryJS.js	Request Method:				GET
edprg0c47t	Status Code:				● 200 OK
...	Remote Address:				[2001:4998:58:210::2001]:443
80 requests 568 kB tra	Referrer Policy:				strict-origin-when-cross-origin

Verify that Yahoo beacons are working

- When the Select Tier JavaScript has been loaded and initialized, **three Yahoo beacons will fire** on the page
- Ensure that these Network requests were made
- Check the parameter values versus those described in the Select Tier Technical Requirements

The screenshot displays the network tab of a browser's developer tools. The main pane shows a request to `https://search.yahoo.com/beacon/geop/p?s=1197774733&c_int1=0&c_str1=&c_str2=http%3A%2F%2Ffresh.clarityproject.com%3A3000%2Fsearch%2Ftext%2Fgaming%2520laptop%3Ftest_mode%3Dtrue%26env%3Dprod%26variant%3DselectTier%26version%3Dv1.1.0&ysid=9B3B02C97F374277&traffic_source=[REDACTED]&clarityid=edp[REDACTED]&rg0c47t&c_int2=2`. The request method is GET, the status code is 200 OK, and the remote address is [2001:4998:58:204::1000]:443. A summary pane at the bottom shows the request details for a 'collect' request, including the status code (200 OK) and remote address (66.218.84.136:443).

Name	Headers	Payload	Preview	Response	Initiator	Timing	Cookies
p?s=1197774733&c_i...	General						
p?s=1197774733&c_i...	Request URL:						
p?c_str1=sbai&s=119...							
clarity.js							
1?Type=Event.CPT&D...							
collect							
3.0/?qsp=true&conte...							
collect	Request Method:				GET		
collect	Status Code:				200 OK		
92 requests 572 kB tra	Remote Address:				[2001:4998:58:204::1000]:443		

collect	Status Code:	200 OK
94 requests 572 kB tra	Remote Address:	66.218.84.136:443
collect	Request Method:	GET
collect	Status Code:	200 OK
94 requests 572 kB tra	Remote Address:	66.218.84.136:443

Ensure Microsoft Telemetry JS downloaded

- After the Select Tier JavaScript has been loaded and initialized
- Ensure that **telemetryJS.js** has been downloaded

Name	×	Headers	Preview	Response	Initiator	Timing
customertelemetry.js						
p?s=1197774733&ysi...						
selectTier-v1.1.0.js						
telemetryJS.js						
edprg0c47t						
...						
85 requests						570 kB tra

▼ General	
Request URL:	https://msadsscale.azureedge.net/bingads/telemetryJS.js
Request Method:	GET
Status Code:	● 200 OK
Remote Address:	[2606:2800:11f:17a5:191a:18d5:537:22f9]:443
Referrer Policy:	strict-origin-when-cross-origin

Verify that the Microsoft Telemetry JS beacon is working







- Once the Microsoft Telemetry JS is loaded and initialized, an initial impression beacon will be sent
- Any time the user clicks on an ad and returns to the page, this same Telemetry JS impression beacon will be sent

The screenshot shows the network tab of a browser's developer tools. The selected request is a GET request to a Microsoft Telemetry JS beacon endpoint. The request URL is highlighted in a blue box, and the response status is highlighted in a purple box.

Name	Headers	Payload	Preview	Response	Initiator	Timing
1?Type=Event.CPT&D...	General					
collect	Request URL:			https://search.yahoo.com/beacon/syndi/sbai/gq/1?Type=Event.CPT&Data=%7B%22pp%22:%7B%22S%22:%22L%22%7D%7D&CID=c45110f6cd1140518f872dff9eab55b7&IG=0AC626F82050693DB4044813AAFE2BC3		
3.0/?qsp=true&conte...	Request Method:			GET		
collect	Status Code:			200 OK		
collect	Remote Address:			10001:1000:50:004:10001:440		
collect						

Ensure Microsoft Clarity JavaScript downloaded

- After the Select Tier JavaScript has been loaded and initialized, the Microsoft Clarity JS will be downloaded on the page
- Ensure that **clarity.js** has been downloaded
- In Restricted Mode, Clarity JS will not be downloaded or run

Name	×	Headers	Preview	Response	Initiator	Timing	Cookies
 clarity.js	▼	General					
 1?Type=Event.CPT&D...	Request URL:	https://www.clarity.ms/s/0.7.32/clarity.js					
 collect	Request Method:	GET					
 3.0/?qsp=true&conte...	Status Code:	 200 OK					
 collect	Remote Address:	[2620:1ec:bdf::35]:443					
87 requests 570 kB tra	Referrer Policy:	strict-origin-when-cross-origin					

Verify that Microsoft Clarity signals are being sent

- If the Clarity script is loaded and initialized properly, you will see network collect requests being made to <https://www.clarity.ms/collect>
- If these requests are being made from your page, the implementation is working as expected

The screenshot displays the network developer tool interface. The 'Headers' tab is selected, showing the details of a 'collect' request. The request URL is <https://o.clarity.ms/collect>, the method is POST, and the status code is 204 No Content. The remote address is 52.152.143.207:443 and the referrer policy is strict-origin-when-cross-origin. The request is highlighted with a blue selection bar, and the URL field is also highlighted with a purple box.

Name	Headers	Payload	Preview	Response	Initiator	Timing	Cookies
collect	General						
collect	Request URL:			https://o.clarity.ms/collect			
collect	Request Method:			POST			
collect	Status Code:			204 No Content			
collect	Remote Address:			52.152.143.207:443			
collect	Referrer Policy:			strict-origin-when-cross-origin			

51 requests | 271 kB tran

Verify Clarity initialized properly

- In the browser debugger console, run the following JavaScript fragment:

```
JavaScript  
clarity("metadata", d => console.log(d), false)
```

- If Clarity did not initialize on the page you are testing, you will see an error:

```
Unset  
Uncaught ReferenceError: clarity is not defined  
at <anonymous>:1:1
```

- Otherwise confirm that you see something like the following:

```
JavaScript  
> clarity("metadata", d => console.log(d), false)  
{projectId: 'edprg0c47t', userId: '1wu8tqg', sessionId: '1crlv9z',  
pageNum: 3}
```

- The **projectId** in the output should match the one the site is using for Select Tier

Ensure that **ig** and **rguid** parameters are set properly

- Ensure that the appropriate **ig** and **rguid** values are passed
- COMMON ISSUE: Yahoo found that an **rguid** was also being used as the **ig** value when initializing the JS
- Results in 0% COV
- This will prevent reports from reflecting the correct compliance coverage
- Example from a Sponsored Search XML API Select Tier integration

JavaScript

```
(function(w,d,t,x,m,l,p){w['XMLPlusSTObject']=m;w[m]=w[m]||function(){(w[m].q=w[m].q||[]).push(arguments)},w[m].l=1*new Date();l=d.createElement(t),p=d.getElementsByTagName(t)[0];l.type="text/javascript";l.async=1;l.defer=1;l.src=x;p.parentNode.insertBefore(l,p)})(window,document,'script','https://s.yimg.com/ds/scripts/selectTier-v1.1.0.js','selectTier');selectTier('init',{source_tag:'partner_source_tag',ysid:'D8722D61ADC84CE5',cid:'3BBAA829F994AABA8D28B61BAEC86B0',ig:'db39414b5123452ca02aeed85e9ad50c',select_tier:{clarityId:'i9yyo6ncnh',rguid:'db39414b5123452ca02aeed85e9ad50c'},test_mode:true});
```

Both **rguid** and **ig** are the same values. **This is an error**

Ensure that data attributes are included in ad HTML

- Set the data attributes in the rendered ad HTML on the page
- For click beacons to work properly, the container element of each rendered ad must include
 - **data-yiid**
 - **data-appns**
 - **data-k**
 - **data-admd**
- The **data-bingads-suffix** attribute will be injected based on these required attributes when the Select Tier initialization method executes

```
▼ <div class="ad" data-yiid="73805023299074" data-admd="e30%3D" data-appns="API" data-k="5051" data-bingads-suffix="API,5051"> == $0  
  <a href="https://r.search.yahoo.com/rdclk/dWU9RjVDQ0M4MEZDRUNDNDA1MiZ1dD0xNzIyN...%3dfda105e25bf316dd619b63482326b747/RK=2/RS=PbPZVW6y4fSf1y0QtGcV_cou0-" target="_blank">Shop Dell  
  Laptops - Dell Laptops - Dell.com - Official Site</a>  
</div>
```

Verify that the Yahoo click beacon is working correctly

- Return to your page after clicking an ad
- Verify that a Yahoo beacon was sent in the Network tab

Name	×	Headers	Payload	Preview	Response	Initiator	Timing	Cookies
collect	▼	General						
collect		Request URL:						
collect								
collect								
1?CID=c45110f6cd11...		Request Method:						
p?c_str1=sbac&c_str...		Status Code:						
collect		Remote Address:						
1?Type=Event.CPT&D...		Referrer Policy:						

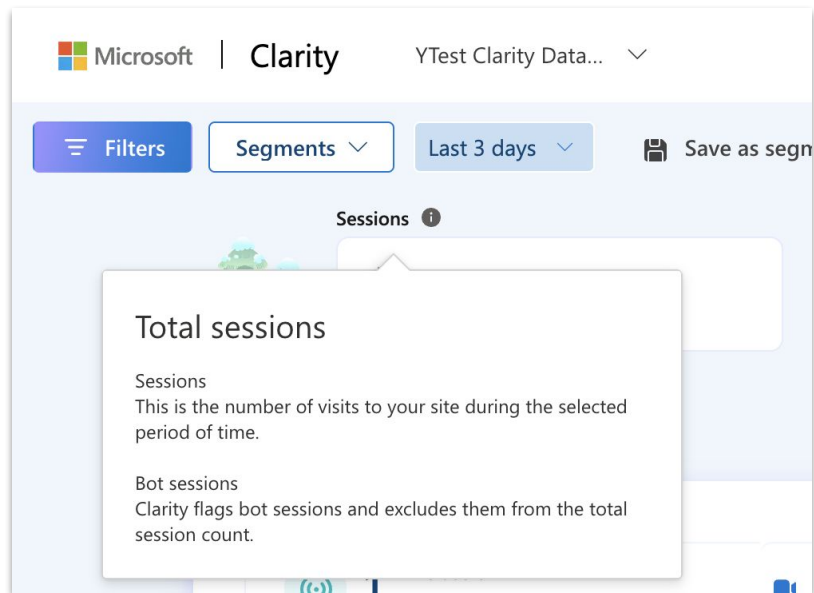
Verify that Microsoft Telemetry JS click beacon is working

- Return to your page after clicking an ad
- Verify that a beacon request was sent from the **telemetryJS.js** as initiator in the Network tab

Name	✕	Headers	Payload	Preview	Response	Initiator	Timing
1?CID=c45110f6cd11...		▼ General					
p?c_str1=sbac&c_str...		Request URL:					
collect							
1?Type=		https://o.clarity.ms/collect					
collect		Request Method:					
collect		Status Code:					
		Remote Address:					

Verify activity on the Microsoft Clarity Dashboard

- Log in at <https://clarity.microsoft.com/> and navigate to the project page for the Clarity ID used to initialize Select Tier
 - The url format is:
<https://clarity.microsoft.com/projects/view/<Clarity ID>/dashboard>
 - For example, if your Clarity ID is **cl8r1ty123** the url for your dashboard would be:
<https://clarity.microsoft.com/projects/view/cl8r1ty123/dashboard>
- Ensure the correct date range is selected for the activity you are looking for. Session recording is disabled for Yahoo partners, but overall signals should still reflect in the dashboard
- You can also check to see if Bot sessions are having an impact in the Session metric on the Dashboard



Partner Insights Refresher & New Features

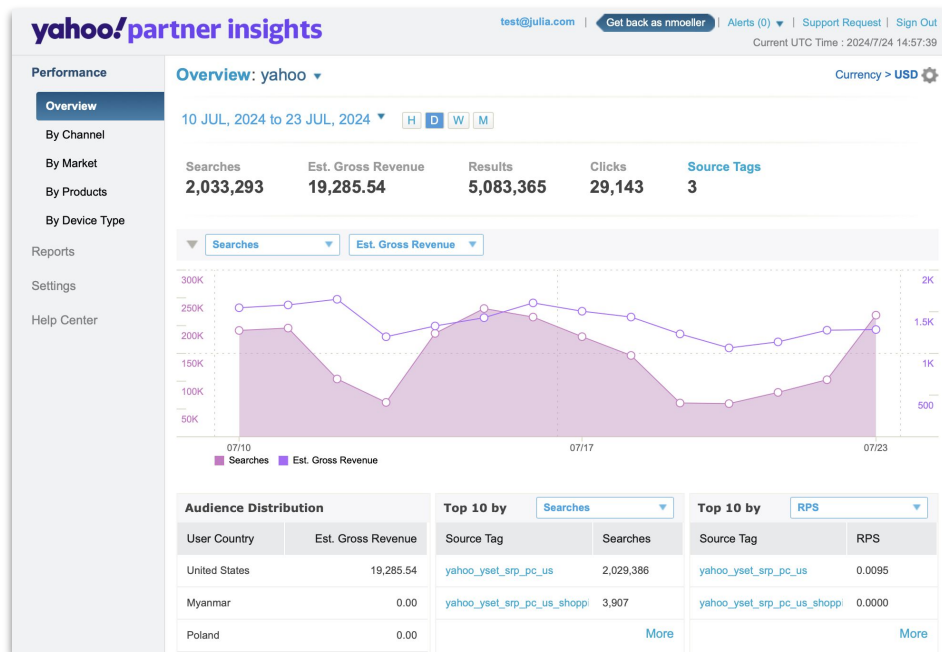
Nick Moeller

Product Management Director, Yahoo Search

What is Partner Insights?

Yahoo search ads performance reporting to help publishers manage their business day-to-day and hour-to-hour

- API, UI, Report Scheduling
- Key Metrics:
 - Revenue, searches, ad clicks, ad impressions, ppc, ctr, etc
- Dimensions:
 - Partner, source tag, type tag, market, device, etc



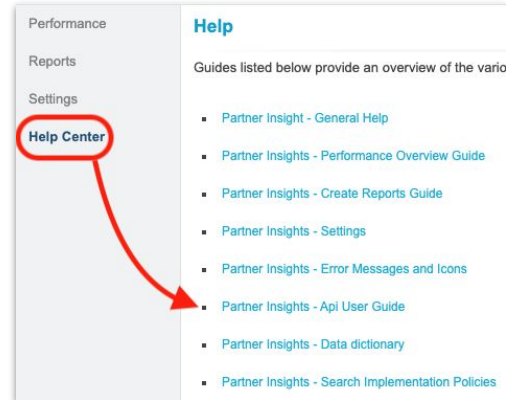
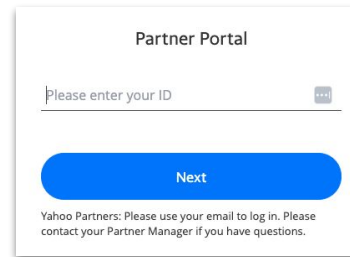
Login & API

Login → <https://partnerinsights.yahoo.com/>

- Please contact your partner manager to get set-up with login credentials and appropriate levels of access for each user

API | Help Center → [Partner Insights - API User Guide](#)

- Prerequisites for accessing the APIs
 - Please ensure you have a Partner Insights account with correct access rights (ie; account can access desired source tags, metrics, etc)
 - To access API's, partners need to obtain a client id and secret through the PI website. Please refer to the section Create client id and secret for instructions on how to obtain them.
 - Partner Insights API server only allow requests from hosts that are in an IP look-up table. To access APIs, partners should give partner manager the servers' IP (or IP range) that will send requests to Partner Insights API server



New Features

01 Eligibility report

02 Select Tier flag

03 Fast Feed

Eligibility Report (API)

API to get to eligibility of source tags for Select Tier status → [getEligibilityReport](#)

<i>*(example data)</i> Date	Source Tag	Eligibility Status	Downgrade Reason	Changed	Signal Cov Delta
2024072600	testing_d2s_xmlb_123_gdn_test	Eligible		0	0
2024072600	testing_n2s_xmlb_456_fb_test	Eligible		0	0
2024072600	testing_s2s_xmlb_789_gg_test	Eligible		1	0
2024072600	tag_n2s_xml_98	NotEligible	Insufficient Data	0	0
2024072600	tag_d2s_xml_76	NotEligible	Low PTQS	0	0
2024072600	tag_d2s_xml_54321	NotEligible	High Volatility,Poor Advertisers ROI,Poor User Engagement	0	0

What is Select Tier

“Select Tier” refers to an opportunity for Yahoo syndication publishers that enables access to owned and operated advertiser demand. “O&O” is being redefined for advertisers to expand the available supply beyond Microsoft and Yahoo O&O websites, to include “Select”, high-quality syndication publishers properties.

Is Select Tier applicable to my business?

Select Tier is applicable to all Yahoo syndication publishers who use the Sponsored Search API to display search ads on syndication domains. Yahoo syndication publishers must implement Clarity and various other technical requirements in order to qualify.

Select Tier Flag (API & UI)

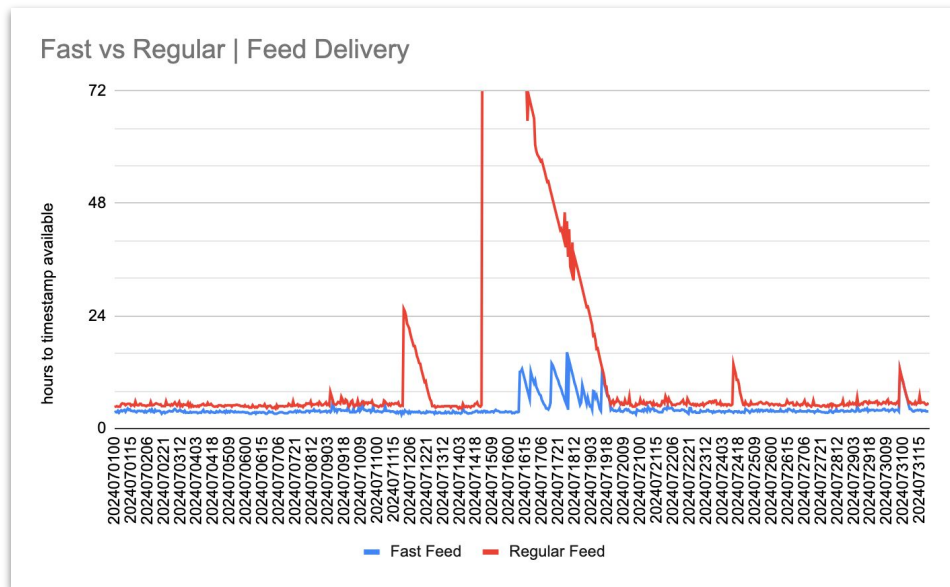
- New attribute/column in reporting, "SELECT_TIER", which denotes when a source tag is getting ST pricing
- Flag is available in all performance reporting
 - ui & api, source & type, regular & fast feeds, all timeframes



<i>*(example data)</i> Date	Source Tag	Select Tier	Searches	Bidded Clicks	Est Gross Revenue	RPS	CTR	TQ Score
07/25/2024	test_hotspot_1234568_domain3451	N	20	6	\$1.59	\$0.08	30%	6.0
07/26/2024	test_hotspot_1234568_domain3451	N	4	1	\$0.20	\$0.05	25%	6.0
07/26/2024	test_hotspot_1234568_domain3451	Y	25	9	\$5.99	\$0.24	36%	6.0
07/27/2024	test_hotspot_1234568_domain3451	Y	22	8	\$13.99	\$0.64	36%	6.0

Fast Feed (API)

- Hourly 'Type' tag reporting via the API
→ [getFastTypeDetailReport](#)
- No TQ score. Not the "official" feed of record
- Reasons to implement:
 - Speed - Data is ≈ 1 -2 hours ahead
 - Stability - A separate pipeline decoupled from conversion/tq data, which is a leading cause of delays
 - It often runs when other feeds are down
 - Accuracy - only very minor diffs in revenue from the two feeds



POLL

**What updates
would you like
to see in
Partner
Insights next?**

A**Modernize the UI****B****New dimensions to
breakdown the data****C****More directional comms during
delays**

Q&A

QUESTION

What are the differences between XML+ and Clarity Beacons?

QUESTION

**What can I do
for GDPR
sites/sites that
are privacy
sensitive?**

QUESTION

Should I expect a delay in the data I see on Partner Insights? What about Fast Feed? If so, how much of a delay should I expect respectively?

Q&A

