



frequently asked questions

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FAQ: Recency of Engagement Reporting Options and Requirements

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FREQUENTLY ASKED QUESTIONS:

What else can I report to show how recently my subscribers engaged with my brand?

BPA encourages media owners that have the capability to consider a new table on “Recency of Engagement.” It is an optional table that shows current engagement by media users. When reporting, the table for “Qualification Source Breakout of Qualified Circulation” contains an analysis (count and percentage) of the qualified non-paid (and, at the option of the media owner, paid circulation) by Recency of Engagement with the brand.* The period of engagement to be reported is 24 months broken out in 1-year and 2-years columns. Engagement that occurred 25 months or older is not included and reported with unknown engagement as “Data Not Available.” See sample table below.

TRANSACTION/INTERACTION HISTORY OF QUALIFIED CIRCULATION AS OF (Date of Analyzed Issue)								
Qualification Source	Engaged Within			Data Not Available	Print	Digital	Total Qualified	Percent
	1 year	2 years						
I. Direct Request, Request from Recipient's Company, Membership Benefit:	68,435	28,472	-	93,494	3,413	96,907	96.4	
II. All Other Sources:	3,656	-	-	2,426	1,230	3,656	3.6	
TOTAL QUALIFIED CIRCULATION	72,091	28,472	-	95,920	4,643	100,563	100.0	
PERCENT	71.7	28.3	-	95.4	4.6	100.0		

TRANSACTION/INTERACTION HISTORY. The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited websites, requested magazine, attended webinar, attended event, or communicated with the media brand in some other way.

*Note: Media owners have the option to **NOT** report Age of Source of the circulation in one-, two- and three-year columns. However, effective February 2022, if this option is exercised and there is circulation from a source aged 25 months or more from the analyzed issue, a table reporting “Recency of Engagement” **is required** for this segment of the circulation.

What is the definition of “Engagement”?

TRANSACTION/INTERACTION HISTORY. The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited websites, requested the magazine, attended a webinar, attended an event, or communicated with the media brand in some other way.**

What is required for each form of engagement?

For documentation purposes, the following is required:

Purchase - Dated record of a purchase by the qualified subscriber of any product or service sold by the publication Brand.

Email Newsletter - Dated record of the activation of a tracking pixel by the qualified subscriber indicating an email newsletter published by the Brand has been opened or displayed in a viewing pane.

Website - Dated record of an access by the qualified subscriber to a website of the publication Brand. Only website visits to the site of the publication shall be considered an engagement for the publication brand.

One website may serve as the designated site for multiple publications provided the site destination is promoted as each publication's website. For example, assume three publications, Magazine One, Magazine Two, and Magazine Three. All three are served by the website, "NUMBERS.COM." Visits by recipient of Magazine One to NUMBERS.COM may count the visit as an engagement for Magazine One. Likewise, a visit by a recipient of Magazine Two to NUMBERS.COM counts as an engagement for Magazine Two. If a person receives both Magazine One and Magazine Two and visits NUMBERS.COM, that visit is counted as one engagement for both Magazine One and Magazine Two.

The brand of the website for each publication must be disclosed in the footnote to the Recency of Engagement table. For the above example, the footnote for Magazine One, Two or Three would read, "*TRANSACTION/INTERACTION HISTORY. The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited www.numbers.com, requested the magazine, attended a webinar, attended an event, or communicated with the media brand in some other way.*"

Visits to a publishing company's corporate website may not count as an engagement for a media brand; only visits to the media brand's designated website qualifies as an engagement for the media brand.

Document Download - Dated record of the qualified subscriber downloading whitepapers, case studies, marketing collateral, etc., posted by the publication brand on any website.

Event or Webinar Registration or Attendance - Dated record of the qualified subscriber registering for, or attending, an event or webinar of the publication brand.

**Other Communication - Dated record of the qualified subscriber otherwise communicating with the publication brand.

**We have purposely left “other” open as not all types of engagement can be foreseen at the time of this FAQ. Media owners are encouraged to share with BPA forms of engagement not previously listed. Guidance will be provided regarding what documentation is required for the unlisted form of engagement.

BPA will update this guide as new questions and forms of engagement arise.