Client Memo

The client I work with is comScore, Inc., a global media measurement and analytics company founded in 1999 in Reston, Virginia. The main service that comScore provides is behavioral analyses across platforms, especially in the field of online advertisement across PC, Mobile, OTT and various screens.

My client has a project that helps both advertiser and publisher to better delivery advertisements to target audience. This project relies on a highly-automated process which would gather all advertisement campaign measurements from specific publishers, which cover impressions, unique visitors, viewability, frequency, local market, etc., and populate them into final report to the advertiser. This would also be the project that I'm going to work on.

Questions about how data are used and analyzed (to provide background for the data management plan):

1. How are the data collected and stored?
2. How large is are the data?
3. Who would use the data most?

Questions about working with the client:

1. To what extent of specialization would you expect from me?
2. Due to the confidential issue, to what extent I could get the information about the datasets?
3. Is there any enhancements / changes / known roadmap you would like me to take into concerns while making the plan?