

Digital Analytics and Advertising Practices for Baylor University

(updated 10/31/19)

Background: Digital advertising plays an ever increasing role in digital marketing. Working with the University's ad buyer, departments across campus and various third party vendors, the Digital Marketing team (DMT) is committed to creating an environment where these groups can be successful with their various objectives.

Advantages: Digital advertising has native advantages relative to print and traditional media (tv and radio). Specific audiences can be reached, targeted and retargeted programmatically. Analytics and tracking elements represent key parts of a successful digital advertising.

Potential Disadvantages: Digital advertising, in many ways, is a wild-wild west, and many technologists and companies are working to exploit personal data for their gain. Likewise, some approach the power of "big data" by tracking/collecting everything in hopes of improving program performance, recruitment, etc. now and in the future. Tracking and analytics are powerful but divorced from objectives don't inherently provide value. Collected data that contains personally identifiable information (PII) constitute a risk for the University and require safeguards this data is used appropriately and follows privacy policies. Lastly, tracking beacons can slow website performance and alert various privacy monitoring regimes. Therefore, beacons and cookies should be used sparingly.

Introduction: Digital advertising tracking and metric collection on Baylor's websites are conducted via a tag system. Presently, Google Tag Manager is used, although the DMT will conduct periodic reviews and may change providers based on market conditions, legal/privacy regulations and practices, or other possible needs that may arise.

Guidelines:

Website Analytics

Analytics data is collected, stored and accessible using Google Analytics (GA), and access to GA is available to Baylor staff members based on specific need. The DMT has [information related to GA and how Baylor staff can request access](#).

Like Baylor employees, affiliated/contracted third-party partners may be granted access to limited Google Analytics information by contacting the DMT. Requests should include detailed information about what data is needed and how it will be used; these requests will be evaluated on a case-by-case basis. Access will be granted for specific periods of time and can be renewed as needed.

Advertising

The Baylor website may include beacons, trackers, pixels, etc. on specific pages and paths to support active advertising initiatives. Each tracking element applied to Baylor's website may degrade the speed of the website and/or result in less traffic from search engines. As a result, the DMT works to limit the number of tracking elements on the website. In addition, the DMT is required by the university's privacy committee and

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various policies to understand relative benefits and advantages of requested tracking elements to balance marketing, security and privacy requirements.

Vendors providing tracking elements must first be vetted and approved by the DMT. The vetting process will include: (1) understanding goals of the advertising campaign or similar effort; (2) discovering what information is collected; (3) considering vendors' privacy policies; (4) evaluating campaign goals relative to needs of overall website. Please note: other criteria will be applied as needed during evaluations.

As a practice, tracking elements will not be applied across large swaths of the baylor.edu website.

Outside of tracking related to general data collection, tracking elements must be requested for a specific period of time and will be removed when the advertising campaign is complete. The DMT conducts periodic reviews of active tags and removes unneeded or expired ones.

Baylor University employees and affiliated/contracted third-party partners may be able to utilize beacons, trackers, pixels, etc. on Baylor digital properties by contacting the DMT with specific details of their request. The review process may take a number of weeks to complete, so please account for this when making a request.