



General questions about AGOF

Do you have other questions? In this section we have compiled the most frequently asked general questions with the corresponding answers.

Fragen und Antworten rund um die Teilnahme bei der AGOF (English)

INFOonline registration

Why do I need to register with INFOonline?

INFOonline GmbH is the technical service provider of AGOF and performs the technical measurement. This is why registering your web site with INFOonline is absolutely essential. The web site operator has to register the web site with INFOonline. Furthermore, INFOonline has been commissioned by AGOF to perform quality assurance tests on the implementation of technical requirements of a newly registered web site before participating in the technical measurement. INFOonline will inform you as the marketer, the website operator and AGOF about the results of these quality assurance tests.

IVW registration

Why do I need to register with IVW?

IVW publishes technical performance data (visits, page impressions) for online advertising media. IVW's task is to perform various audits for online advertising media. Among other things, it audits compliance with the principal technical rules of the SZM system with regard to technical measurement, the correctness of the measurement results of all web sites in accordance with defined visit and page impression guidelines, and the thematic allocation of codes to categories. For AGOF, IVW functions as a quality generator, which is why IVW membership is a requirement for participating in the AGOF study.

Performance

Does the integration of tags required for the technical requirements have an impact on the performance of my web site?

No, if you comply with the recommended tips on how to implement the technical requirements, this should have no impact on the performance of your web site. If, against expectations, any problems should occur, please contact the Technical Support team at INFOonline GmbH who will be glad to assist you with any queries.
INFOonline GmbH
Technical Support
Telephone: +49-(0)228-41029-77
Email: support@infonline.de

AGOF on-site survey

How often will my web site's audience have to participate in AGOF on-site surveys?



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A client that has been drawn as a random sample will be shown the invitation to participate in the survey ten times at maximum. If they have not fully completed the questionnaire after ten invitations they will be deactivated from the survey. If a user completes the questionnaire and states that others use their computer as well, then further invitations will be shown (also a maximum of ten) so that other persons can also be surveyed. In this way, AGOF issues about 7.5 million invitations per quarter. With a total of about 45 billion page impressions generated by all AGOF web sites this corresponds to a quota of 0.175 per mille. A web site that generates about 10 million page impressions a month will show 1,750 invitations for the survey.

Neuer Eintrag

TOP – the planning tool

How do I get TOP, the AGOF planning tool?

TOP must be separately licensed in addition to the AGOF license. TOP is distributed and licensed directly through our service provider and software producer COMSulting. Further information can be found [here](#).

Questions about TOP

Who can assist me with questions regarding TOP?

Please contact [COMSulting](#), the distributor and producer of TOP, if you have any technical or license-related questions. For content-related questions about TOP please contact [Jörg Balonier](#), Project Manager Online Media Planning at the AGOF office in Frankfurt.

General problems

Who do I contact in case of general problems?

Depending on your enquiry the staff at the AGOF office in Frankfurt will be happy to help. If you have questions regarding technical participation in the AGOF study, please contact [INFOnline GmbH](#). If you have questions regarding IVW, please contact [IVW](#) in Berlin.