

CLICK TRACKING PIXEL

This entry is all about the implementation of the DMP Click Tracking Pixel



INTRODUCTION

To initially target users individually, we require user data. Therefore we collect all types of data from various sources, which will be extremely valuable, in targeting the right users with right message. One of those sources is data from Clicks. Mapp's Click Tracking Pixel helps you collect click tracking data in real-time. For any click you will be able to track over 100 data points per web user. This section contains all information and guidelines regarding the Mapp Click Tracking Pixel.

TEMPLATE

The default click tracking pixel template can be found below:
<https://go.flx1.com/click?id=12345&m=1&pl=1&cid=12345678&out=>

Parameters

- **Required:**

The "id", "m" and "pl" parameters are required and static in a sense that they may not be changed. The "id" represents the pixel_id, the "m" represents the customer_id that is assigned to your DMP instance ID (this will always be the same for your account) and the "pl" represents the "platform" for which you exported a click tracking pixel. The "cid" and "out" parameters are also required but may be dynamically populated. The "cid" represents the creative_id of the ad unit and the "out" parameter initiates a redirect to the landing page URL. Therefore, the "out" parameter should always be the last element of the Click Tracking Pixel and the value must be either the actual URL of the landing page or a macro that populates the landing page url automatically.

- **Optional:**

The impression trackers pixels can be customized to a large extent by means of predefined parameters as part of our log format.

Macros

Creative macros allow you to transmit impression-level information to systems outside of the execution platform - in this case our DMP - which you can then use for audience building purposes, reporting and/or campaign optimization. In this example, you would like to capture information about the advertising campaign and inventory you're buying and store it in our DMP.

Secure Protocol

With the implementations as outlined in this entry our pixel automatically determines the correct protocol and handles the requests according to the standard(s).

IMPLEMENTATION

There are five general steps for implementing Mapp impression tracking pixels in an ad campaign:

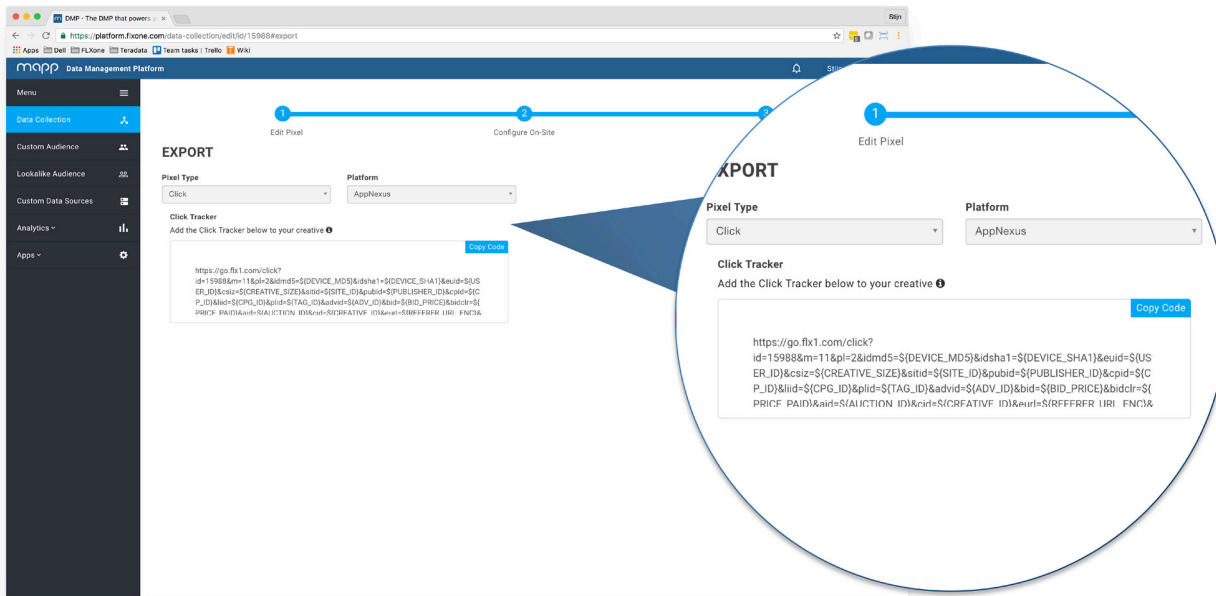
1. Go to *Data Collection* and click on *Create*.
2. Provide the *Pixel Name* and ignore the Modules.
3. Click on the *Save and Export* button.
4. Select *Click* from the Pixel Type dropdown and click on *Copy Code*.

Tips

Most ad servers support 3rd party click trackers and offer a feature to simply copy/paste a click tracking template as part of the user interface. In addition, most execution platforms do have a landing page URL macro available that can be set as value for the "out" parameter to automatically redirect to the landing page that is set on another level (i.e. advertiser or campaign). If this is not supported you can either put the click tracking pixel in front of the landing page url or add it to the creative code that will be trafficked directly into your ad server.

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Common Questions

To what extent can I customize the Click Tracking Pixel?

The impression trackers pixels can be customized to a large extent by means of predefined parameters as part of our log format.

IMPLEMENTATION: GOOGLE DCM

Implementing impression trackers in Google DCM requires a slightly different approach. This section will show you the basics for what you need to do. The first thing to know is that in DCM, the Mapp tracking pixels are trafficked as Event Tags. Mapp recommends that you create two Event Tags at the Advertiser level, if possible, one for the Impression tracking pixel and one for Click tracking pixel. If you've hit the limit of Event Tags that you can have at the Advertiser level in DCM, reach out to your account manager for possible workarounds. To traffic the Mapp tracking pixels as Event Tags, log in to DCM, click the Advertiser tab, and then click on the name of the Advertiser you want to assign the Event Tags to. This will open the Advertiser properties screen. Now you can execute on the following steps:

1. Scroll down the page, and open the *Event tags* section.
2. Look under the Impression event tags heading, and click the *Advertisers tags* tab.
3. To add the Mapp Impression Tracker, click the *New impression event tag* button.
4. When you click the button, an overlay window appears to let you enter the properties for this new impression event tag. The values you should use for these properties are:
 - a. Name: Mapp click tracker
 - b. Application: *Apply automatically*
 - c. Enabled: *Yes*
 - d. Tag Type: *Script Tag*
 - e. Tag URL: *Paste in the appropriate Mapp click tracker URL*
5. Click the Save button, and your Click Tracker will be trafficked in DCM for all of that Advertiser's ad campaigns.

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DATA ATTRIBUTES

What data will be collected by default?

Key	Value	Info	API Identifier
Timestamp	2016-06-09 04:47:13.000		flx_timestamp
Date	06/09/2016		flx_date
Hour	12		flx_hour
User ID	3899573f-ff0e-4a80-4791-b96e060aa7ef	Mapp Cookie ID	flx_uuid
Pixel ID	11223		flx_pixel_id
Event Type	3		flx_event_type
User IP	80.113.22.2		flx_user_ip
User IP Truncated	80.113.22.0		flx_user_ip_truncated
Geo Country	NLD		flx_geo_country
Geo State	NB		flx_geo_region
Geo City	Eindhoven		flx_geo_city
Geo Latitude	52.500000		flx_geo_lat
Geo Longitude	5.750000		flx_geo_long
Browser	1		flx_browser
Browser Version	51.0.2704.84		flx_browser_version
Browser Language	en		flx_browser_language
Browser Language Country	uk		flx_browser_language_country
Operating System	3		flx_operating_system
Operating System Version	3.11		flx_operating_system_version
Device Type	3		flx_device_type
Device Brand	apple		flx_device_brand
Creative ID	12345678		flx_creative_id
Destination URL	http://www.landingpage.nl		flx_destination_url
Referrer URL	http://www.site-domain.com/electronics		flx_referrer_url
Event Referrer URL	http://www.site-domain.com/home		flx_event_referrer_url
Event URL	http://www.site-domain.com/product-details-123		flx_event_url
Site Domain	site-domain.com		flx_site_domain
Customer User ID	77fac0a6765bcw-24d817a6e24803419de64b00c2a		flx_customer_id
Server Side Fingerprint	85be813dbc9bd0f81e76e-a6eee37389074f76036		flx_server_side_fingerprint

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PLATFORM OVERVIEW

Platform	ID	Macros	Additional Attributes
AdForm	20	Yes	publisher_id, creative_size, advertiser_id, placement_id, creative_id
AdZerk	16	Yes	external_user_id, advertiser_id, site_id, campaign_id, buyer_id, bid_spend, creative_id, event_url
Ancora	123	No	
AppNexus	2	Yes	device_id_md5, device_id_sha1, external_user_id, creative_size, site_id, publisher_id, campaign_id, lineitem_id, placement_id, advertiser_id, bid_price, bid_spend, auction_id, creative_id, estimated_clear_price, floor_price, event_url, floor_type
Avocet	51	No	
Baidu	115	No	
Baidu	19	No	
Epom Ad Server	48	No	
Facebook	13	No	
Flashtalking	116	No	
Google AdX Buyer	11	No	
Google AdX Seller	28	No	
Google DBM	3	Yes	site_id, publisher_id, campaign_id, insertion_order_id, auction_id, creative_id, seller_id, event_url
Google DFP	30	No	
Google Display Network	114	No	
HubSpot	10	No	
MailChimp	9	No	
Marketo	12	No	
MediaMath	8	Yes	auction_id, site_id, publisher_id, lineitem_id, event_url, event_referer_url, platform_exchange, campaign_id, advertiser_id, creative_id, creative_size
Powerlinks	122	Yes	creative_id, campaign_id, buyer_id, seller_id, auction_id
PubMatic	15	No	
Rocketfuel	124	No	
Teads	47	No	
Teradata Interactive	117	No	
The Trade Desk	6	No	
Twitter	36	No	