

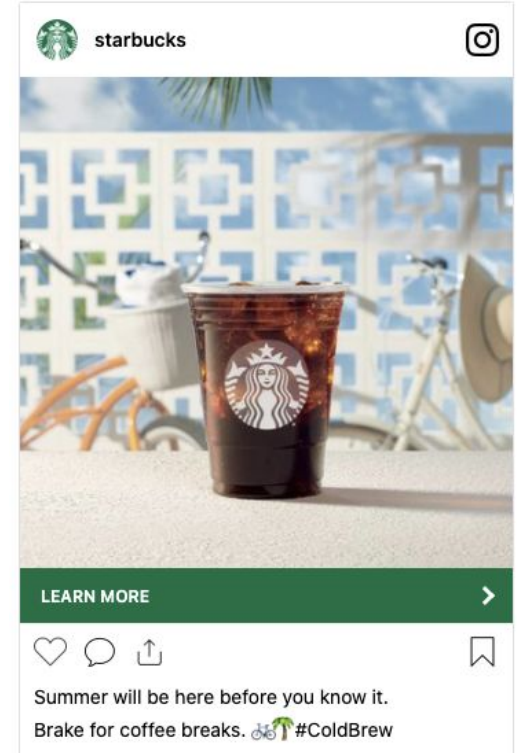
Social Display measurement specifications

Social Display measurement support

Social Display enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit socialdisplay.info for examples.

Measurement support

- Impression trackers
- Click trackers
- Viewability trackers
- Video metrics
- Engagement metrics



Impression trackers

Social Display supports third-party impression trackers.

Impression trackers types

- **Supported:** image tag (*URL contains “trackimp”*)
- **Not supported:** iframe tag, JavaScript tag (*URL contains “trackimpi” or “trackimpj”*)

Example of image tag impression tracker URL:

```
https://ad.doubleclick.net/ddm/trackimp/N636.285985POLAR/B20586548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=?
```

Be sure to extract the tracker URL from the SRC="[tracker URL]". Do not include the quote (") character at the end the URL.

```
<IMG SRC="https://ad.doubleclick.net/ddm/trackimp/N636.285985POLAR/B20586548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment =;tfua=?" BORDER="0" HEIGHT="1" WIDTH="1" ALT="Advertisement">
```

Click trackers

Social Display supports third-party click trackers.

Click trackers types supported

- **Redirect and click tracker:** click tracker URL redirects to the destination URL (e.g. brand's landing page)
- **Click tracker only:** click tracker URL used only for tracking **(a separate destination URL needs to be provided)**

Example of a redirect and click tag URL ([click here to see what happens](#)):

```
https://ad.doubleclick.net/ddm/trackclk/N636.285985MEDIQ/B20586548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=
```

Example of a click tracker only URL ([click here to see what happens](#)):

```
https://pubads.g.doubleclick.net/gampad/clk?id=5084912393&iu=/5 268/jn.pt/Clickcommand
```

Note: when repurposing redirect and click tracker URLs from social, a UTM parameter (e.g. "?utm_source=facebook") may need to be updated to reflect that Social Display is running on websites (not on Facebook).

Viewability trackers

Social Display supports third-party viewability trackers, including MOAT, IAS and DoubleVerify.

Provide the third-party **JavaScript HTML tag** to your Social Display provider

- *Do not provide the URL, or .jpg/.img version of the HTML tag (must be the JavaScript tag)*

Example of a MOAT JavaScript HTML tag:

```
<noscript class="MOAT-polar725116604653?moatClientLevel1=949783&moatClientLevel2=99287&moatClientLevel3=27316725&moatClientLevel4=57118109&moatClientSlicer1=-&moatClientSlicer2=-" ></noscript> <script src="https://z.moatads.com/polar725116604653/moatad.js#moatClientLevel1=949783&moatClientLevel2=99287&moatClientLevel3=27316725&moatClientLevel4=57118109&moatClientSlicer1=-&moatClientSlice r2=-&skin=0" type="text/javascript"></script>
```

Example of an IAS JavaScript HTML tag:

```
<SCRIPT TYPE="application/javascript" SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/ skeleton.js"></SCRIPT>
```

Example of an DoubleVerify JavaScript HTML tag:

```
<script src="https://cdn.doubleverify.com/dvtp_src.js?ctx=10200000&cmp=21000000&sid=3448000&plc=226701160&num=&adid=&advid=868000&adsrv=1&region=30&btreg=&btadsrv=&crt=&crtnome=&chnl=&unit=&pid=&uid=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_D MGRV=&DVP_LAT=&D VP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>
```

Video metrics

Social Display supports video creatives. Video is rendered using a proprietary video player that is embedded within the display format.

Video metrics available

- **Video starts:** # of video player starts
- **Video views:** # of 1, 2, 3, 5, 7, 9 and 10 second video views
- **Video view rates:** % of video starts that were 1, 2, 3, 5, 7, 9 and 10 second video views
- **Video completion views:** # of views at 25%, 50%, 75%, 95% and 100% of video completions
- **Video completion rate:** % of video starts with a 100% completion rate

Additional notes

- Video metrics are provided from your Social Display provider (and not available in DSPs or publisher ad servers)
- *Currently in development is support for third-party video measurement and verification*

Engagement metrics

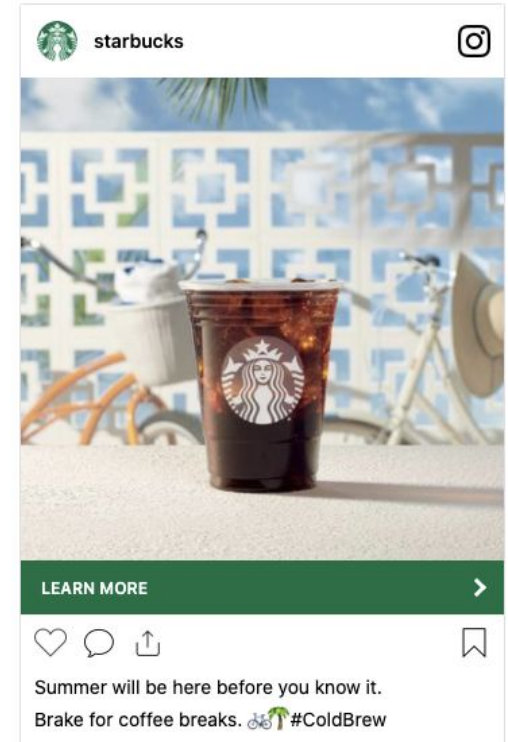
Multiple click-outs ([click here to see example](#))

- Social Display formats with social icons have the option for different click paths
 - Most clicks will go to the destination URL (e.g. brand's landing page)
 - Clicks on social icons are directed to social page/post URLs
- Third-party click trackers, DSP and publisher ad servers will report click activity in aggregate (including clicks to destination URLs and social URLs)
- *Option to remove icons so that 100% of clicks go to the destination URL*

Engagement clicks ([click here to see an example](#))

- Social Display carousel and video formats encourage greater ad engagement
 - Carousel: swipes/clicks to see different slides
 - Video: start/stop/pause/volume video player controls
- Third-party click trackers, DSP and publisher ad servers will report click activity in aggregate (including outbound destination URL clicks and engagement with carousel/video controls)

Currently in development is the ability to report on the type of clicks in greater detail than the aggregate reporting available today.



Contact your Social Display provider
for additional support