



Measurement Specifications

Xtra Social

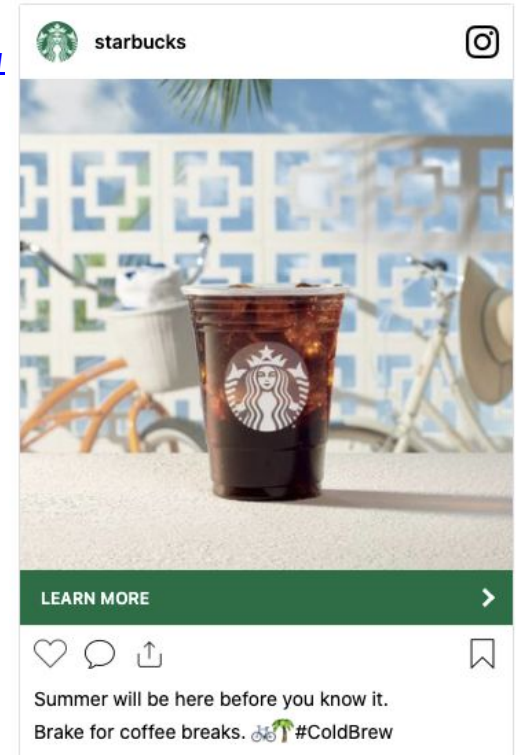
Xtra Social measurement support



Xtra Social enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit <https://socialdisplay.info/dpg> for examples.

Measurement support

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





Impression trackers

Xtra Social supports third-party impression trackers.

Impression trackers types

- **Supported:** image tag (URL contains “trackimp”)
- **Not supported:** iframe tag, JavaScript tag (URL contains “trackimpj” 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]".

```
<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



Xtra Social 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/N636.285985MEDIAIQ/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 Xtra Social is running on websites (not on Facebook).

Viewability trackers



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

Provide the third-party **JavaScript HTML tag** to your Xtra Social 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=-&moatClientSlicer2=-&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=&cr=&crname=&chnl=&unit=&pid=&uid=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_DMGRV=&DVP_LAT=&DVP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>
```



Video metrics

Xtra Social 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 Xtra Social provider from the proprietary video player used for video creatives (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](#))

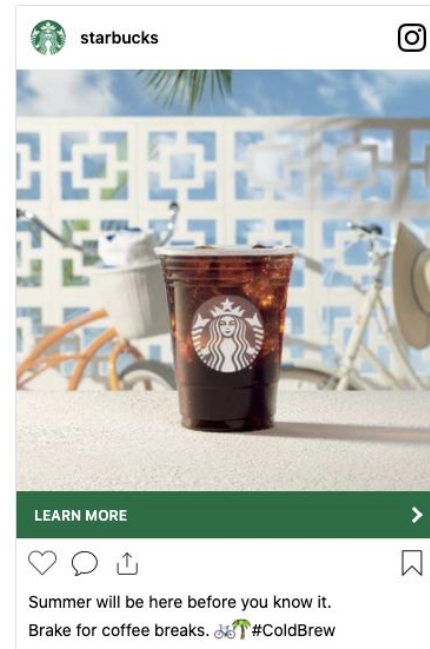
- Xtra Social formats with social icons have the option for different click paths*
 - Most clicks will go to the destination URL (e.g. brand's landing page)
 - Clicks on social icons are directed to social page/post URLs
- *Option to remove icons so that 100% of external clicks to go destination URL*

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

- Xtra Social carousel and video formats encourage greater ad engagement
 - Carousel: swipes/clicks to see different slides
 - Video: start/pause/volume video player controls
- Third-party click trackers can be used to report click activity either in aggregate (clicks to destination URL, social URLs and engagements) or only clicks to destination URL
- DSPs and publisher ad servers will report click activity in aggregate (clicks to destination URL, social icons and engagements)**

*Creatives flighted via DV360 in the EU have no social icons and one click-path

**Currently in development is the ability to report on the type of clicks in greater detail





Contact DPG for additional support

dpg

