



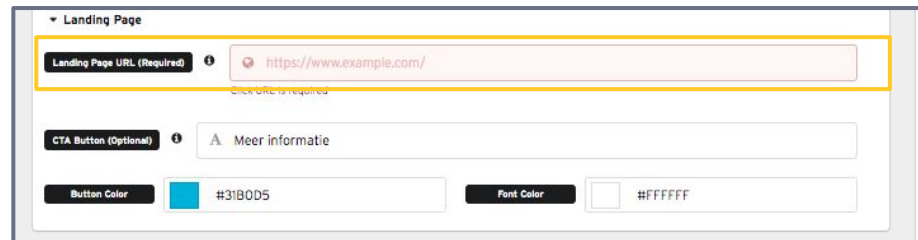
Recommendations for measuring outbound clicks

Recommendations for measuring outbound clicks only with third party trackers

1. Use DCM tracker directly on the Landing Page URL field instead of the click tracker field (important - do not add click trackers 2x)

This will ensure that the DCM or other third party tracker counts only the Landing Page clicks, and no other type of click on the ad.

Note: this will not work for third party trackers that do not redirect to the landing page URL.

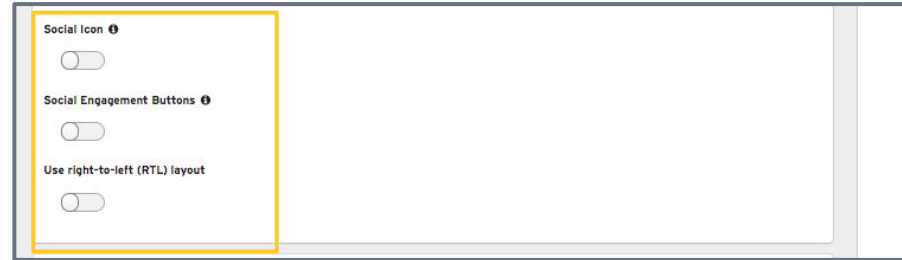


The screenshot shows a configuration panel for a landing page. The 'Landing Page' section is expanded, revealing several fields. The 'Landing Page URL (Required)' field is highlighted with a yellow border and contains the URL 'https://www.example.com/'. Below it, a 'CTA Button (Optional)' field contains the text 'Meer informatie'. At the bottom, there are two color selection fields: 'Button Color' set to '#31B0D5' and 'Font Color' set to '#FFFFFF'. A small red error message 'Click URL is required' is visible below the URL field.

Recommendations for measuring outbound clicks only

2. Turn off Social Icon and Social Interaction icons for Photo and Link posts

This will remove options for the user to click out to the social platform or post, and ensure all outbound clicks from these formats are directed toward the Landing Page only.





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