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Impression Trackers

Google Campaign Manager (DDM / DCM)

Google Campaign Manager (formerly DCM) is the most common type of impression tracker.

Please only use the Image Tag Tracker URL (after SRC – as highlighted). The other two, e.g. iframe tag and JavaScript tag should not be used.

- Image tag
- Iframe tag
- JavaScript tag

Impression Tag (image)

```
<IMG  
SRC="https://ad.doubleclick.net/ddm/trackimp/N636.285985POLAR/B  
20586548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;or  
d=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment  
=;tfua=?" BORDER="0" HEIGHT="1" WIDTH="1" ALT="Advertisement">
```

The impression tracker URL should be extracted from SRC="[TRACKER URL]".

Example of Impression Tracker URL:

```
https://ad.doubleclick.net/ddm/trackimp/N636.285985POLAR/B20586  
548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;ord=[ti  
mestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfu a=?
```

Supported

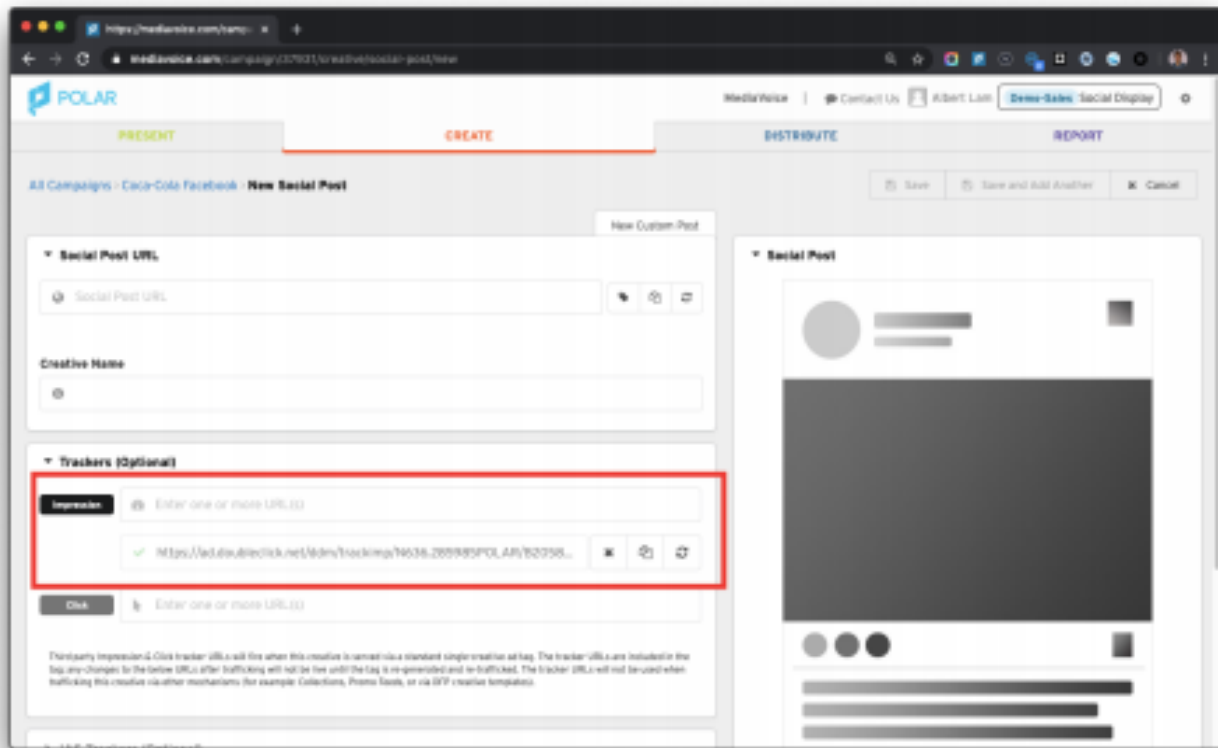
- Impression trackers from image tags contain trackimp

NOT Supported

- Impression trackers from iframe tags contain trackimpi
- Impression trackers from JavaScript tags contain trackimpj

In the standard spreadsheet exported from Google ([example](#)) provided by the client, all 3 formats are provided for the same tracker URL.

The impression tracker only needs to be added once to the Polar tag, and it should be added in the Polar Creative UI.



Important Note: When extracting the URL, a common mistake is including the quote (") character at the end. Ensure there is no quote (") character at the end when copying.

Note: you can easily tell if the URL is an *impression* tracker (vs. a *click* tracker) if you spot `/ddm/trackimp` in the URL.

Nielsen (DAR)

Another common type of impression tracker is Nielsen or DAR. It is typically provided in the following format:

DAR

```
<!-- Start Secure Pixel Call / winterboots_plc0003
(DisplayClassic_Polar_Polar_@248274@-ROS-pagepostphoto_multidev
ice_Traffic_cpm) Placement -->

<!-- End Secure Pixel Call / winterboots_plc0003
(DisplayClassic_Polar_Polar_@248274@-ROS-pagepostphoto_multidev
ice_Traffic_cpm) Placement -->
```



The impression tracker URL should be extracted from SRC="[TRACKER URL]". It should be added to the Polar Creative UI.

Example of Impression Tracker URL:

```
https://secure-gl.imrworldwide.com/cgi-bin/m?ca=nlsn198328&cr=c  
rtve&ce=winterboots&pc=lwintwboots_plc0003&ci=nlsnci1099&am=3&  
at=view&rt=banner&st=image&r=[timestamp]
```

Important Note: When extracting the URL, a common mistake is including the quote (") character at the end. Ensure there is no quote (") character at the end when copying.

Click Trackers

Google Campaign Manager (DDM / DCM)

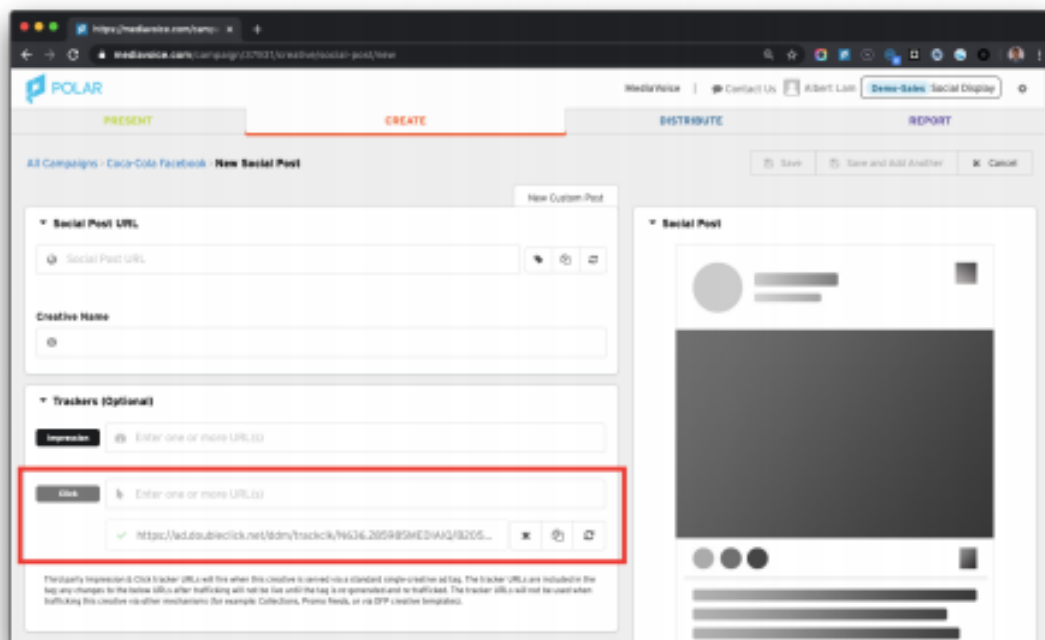
Google Campaign Manager (formerly DCM) is the most common type of click tracker. It is typically provided in the following format:

Click Tag

```
https://ad.doubleclick.net/ddm/trackclk/N636.285985MEDIAlQ/B205  
86548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;dc_la  
t=;dc_rdid=;tag_for_child_directed_treatment=;tfua=
```

Note: if the click tag contains [timestamp] – it can be left as is.

The URL should be added in the Polar Creative UI.





Note: you can easily tell if the URL is a *click* tracker (vs. an *impression* tracker) if you spot `/ddm/trackclk` in the URL.

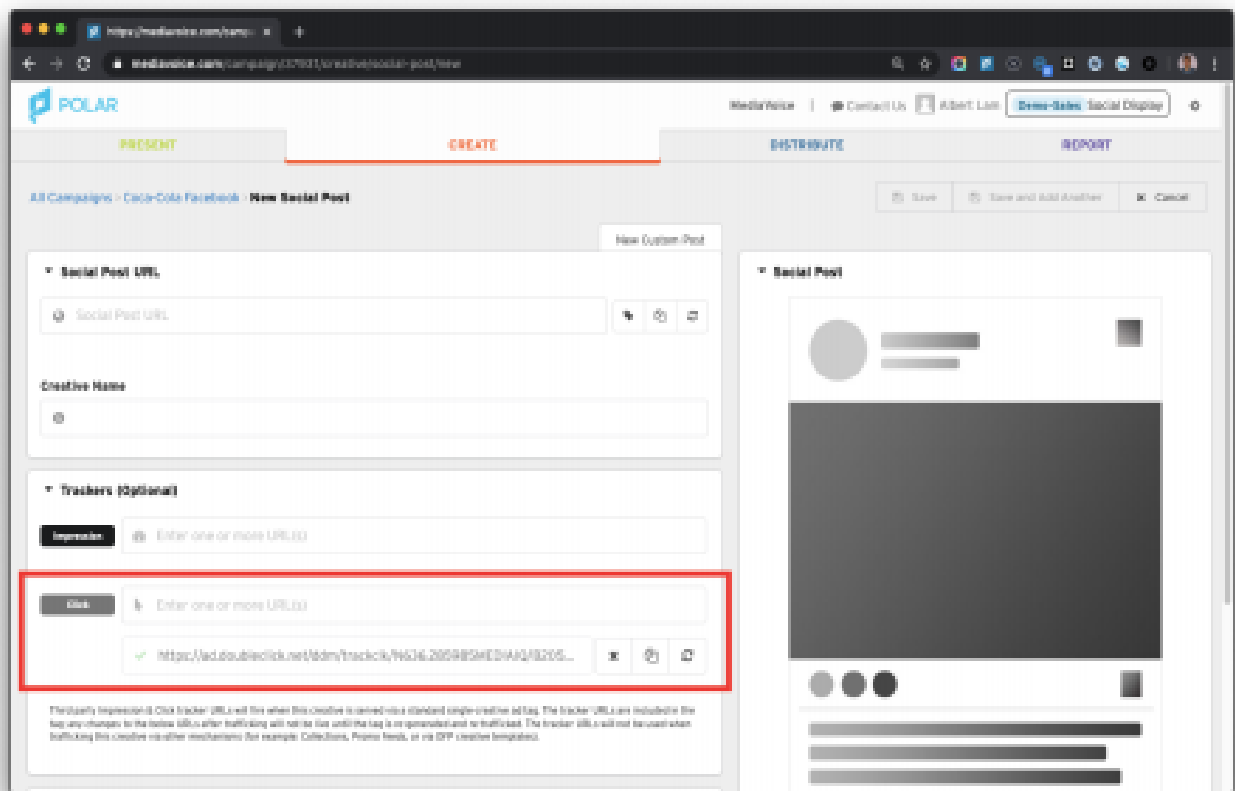
Google Ad Manager (GAM / DFP)

Google Ad Manager (formerly DFP) is another common type of click tracker. It is typically provided in the following format:

Click Tag

```
https://pubads.g.doubleclick.net/gampad/clk?id=5084912393&iu=/5268/jn.pt/Clickcommand
```

The URL should be added in the Polar Creative UI.



Note: Some GAM click trackers (like the above example) do not properly redirect to a webpage so it is important that it does NOT get added to the CTA destination field. Just like all other click trackers, it should always be added in the click tracker field of the Polar UI.

Click Trackers vs Destination (CTA) URLs

The destination URL (aka CTA field in the Polar Creative UI) is the primary destination page where the consumer is taken to when the ad is clicked.



If the client does not provide a destination page URL but instead provides a **click tracker only**, then use *the URL that the click tracker redirects to* as the destination URL, and add the tracker URL as a standard click tracker in the Polar Creative UI.

Example Scenario:

(1) Click tracker:

https://ad.doubleclick.net/ddm/trackclk/N778265.1270091PUBLISHER.FR/B23524584.260447267;dc_trk_aid=456414509;dc_trk_cid=124655216;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=

(2) Click tracker redirects to:

https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?systeme=displaydisplayclassic&mission=Corsa&utm_campaign=Corsa23716@&utm_source=Mediacom&utm_publisher=publisher&utm_medium=display&utm_format=pagepostphoto&utm_creative=NewCorsa&moi=Corsa&cid=D_23524584_260447267_456414509_NewCorsa-pagepostphoto@248_274@

In the above scenario, the destination of the creative should be (2). The tracker (1) should be added as a standard click tracker in the Polar UI.

Note: Some GAM click trackers do not properly redirect to a webpage so it is important that it does NOT get added to the CTA destination field.

Example GAM click tracker:

(1) Click tracker:

<https://pubads.g.doubleclick.net/gampad/clk?id=5084912393&iu=/5268/jn.pt/Clickcommand>

(2) It does not redirect to anywhere.

(3) Ask the partner for an appropriate landing page destination to add to the CTA destination.

(4) Add the click tracker to the appropriate click tracker field.

Mismatch Between Click Tracker and Destination URL

Sometimes, a destination landing page URL provided by the client is not the same as the final page URL that the click tracker redirects to. If this is the case, you should clarify with the client which one should be used. Generally, the URL that a click tracker redirects to is the correct one to use – because it usually contains the UTM tracking parameters.

Example Scenario:

(1) Click tracker:



https://ad.doubleclick.net/ddm/trackclk/N778265.1270091PUBLISHER.FR/B23524584.260447267;dc_trk_aid=456414509;dc_trk_cid=124655216;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=

(2) Click tracker redirects to:

https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?systeme=displaydisplayclassic&mission=Corsa&utm_campaign=Corsa23716@&utm_source=Mediacom&utm_publisher=publisher&utm_medium=display&utm_format=pagepostphoto&utm_creative=NewCorsa&moi=Corsa&cid=D_23524584_260447267_456414509_NewCorsa-pagepostphoto@248_274@

(3) Destination (provided separately):

<https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html>

In the above scenario, the destination of the creative should be (2). The tracker (1) should be added as a standard click tracker in the Polar Creative UI. And the partner should be notified of this change.

Destination URL Credits Social Platform

Sometimes, a destination URL may contain a UTM parameter that gives credit to a social platform (e.g. Facebook). This should be changed to the name of your publisher/agency.

Example Scenario:

(1) Destination provided:

https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?utm_source=facebook

(2) Destination updated to:

https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?utm_source=telegraph

In the above scenario, the destination URL (1) gives credit to a social platform (e.g. ?utm_source=facebook). It is changed in (2) to credit your publisher or agency (e.g. ?utm_source=telegraph). And the client should be notified of this change.

Multiple Click Trackers are Provided

If multiple click trackers are provided, verify if they all redirect to the same page and if they match the destination page URL (if provided separately). If not all of them match, clarify with the client which one should be used. Multiple click trackers are supported in the Polar Creative UI.

Important Note: Do not add a click tracker to both the CTA field AND click tracker field. This will



double-count clicks!

DCM Click Trackers and IAB TCF v2.0 Support (GDPR)

Google Campaign Manager Click tracking tags recently added support for the IAB Transparency & Consent Framework v2.0 (IAB TCF v2.0). This allows Campaign Manager to receive and pass on user permissions dictating if the users can be added to remarketing lists and attribution reports.

The consent data is included in the Campaign Manager click tracking URLs in the form of macros such as:

```
gdpr=${GDPR};gdpr_consent=${gdpr_consent_755}
```

Example DCM Click Tracking URL with GDPR Macros applied:

```
https://ad.doubleclick.net/ddm/trackclk/N234004.2466709TIMEOUTNY/B24632473.282556380;dc_trk_aid=477909821;dc_trk_cid=137970972;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755}
```

For publishers that are operating in the European Economic Area, users who have not provided consent or ad events where the above macros are missing will not be tracked in Campaign Manager for attribution purposes.

Note: If the GDPR macros are missing the click event is still valid and will be counted. The user will just not be added to attribution reports or remarketing lists. To ensure that the new GDPR consent macros are properly passed on to Campaign Manager for Social Display creatives you simply need to add the click tracking URL to the 'Trackers' section in the Creative page (as specified above) - no other action is required.

Viewability Trackers

For most partners, IAS, MOAT and DoubleVerify trackers should be added in the ad server or DSP below the Polar creative tag. For some publishers on legacy Polar implementations, IAS trackers should be added in the Polar UI.

MOAT

MOAT trackers should be added to the end of the Polar creative tag in the ad server or DSP.

If the client is interested in tracking the viewability using their MOAT account, the client must provide their MOAT JavaScript HTML Tag (see example below).

MOAT JavaScript HTML Tag

```
<!--Polar : tracking_pixel_social_cards -->
```




```
<noscript  
class="MOAT-polar725116604653?moatClientLevel1=949783&moatC  
lientLevel2=99287&moatClientLevel3=27316725&moatClientL  
evel4=57118109&moatClientSlicer1=-&moatClientSlicer2=-"  
></noscript>  
<script  
src="https://z.moatads.com/polar725116604653/moatad.js#moatClie  
ntLevel1=949783&moatClientLevel2=99287&moatClientLevel3=2731672  
5&moatClientLevel4=57118109&moatClientSlicer1=-&moatClientSlice  
r2=-&skin=0" type="text/javascript"></script>
```

The entire MOAT tag needs to be added to the end of the Polar creative tag. When appended, the final tag should look like the example below. This should be flighted in the publisher ad server or DSP.

Note: you can easily tell if a tag is an IAS tracker if you spot `moatads.com` in the URL.

Example of Polar Tag with MOAT Tag

```
<!--Start of Polar Ad Tag. Visit polar.me/trafficking for  
information.-->  
<!--Creative Name: This Giving Tuesday, we're donating $250K  
to help Etsy sellers impacted by natural disasters this year.  
And you can help too! We'll also match any donations you give  
to the Etsy Disaster Relief Fund up to $50K. Learn more and  
donate in our bio.-->  
<script type="text/mediavoice-tag"  
data-mediavoice-tag-version="2">  
{  
  "creative": {"instance": "ca9a08ec8e2245f9ac1a9f4b815a0a7c"},  
  "meta": {"random": "${CACHEBUSTER}", "server": {"auctionID": "${AUC  
TION_ID}", "campaignID": "${CAMPAIGN_ID}", "creativeID": "${CREAT  
IVE_ID}", "exchangeID": "${EXCHANGE_ID}", "insertionOrderID": "${  
INSERTION_ORDER_ID}", "inventorySourceExternalID": "${INVENTORY  
_SOURCE_EXTERNAL_ID}", "name": "dv360", "pixelIDs": "${PIXEL_ID_C  
OMMA}", "publisherID": "${PUBLISHER_ID}", "universalSiteID": "${U  
NIVERSAL_SITE_ID}", "url": "${SOURCE_URL}", "track": {"cachebus  
t": [], "click": ["${CLICK_URL}"], "impression": []}}  
}  
</script>  
<script  
type="text/mediavoice-adserver-targeting-map">{}</script>  
<script type="text/mediavoice-custom-keys">{}</script>  
<div class="moat_trackable"></div>  
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />  
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />  
<script type="text/javascript"  
src="https://static.polarcdn.com/creative/creative.js"></scri  
pt>
```



```
<!--End of Polar Ad Tag. Add integration/viewability script below.-->  
<!--Polar : tracking_pixel_social_cards -->  
<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>
```

IAS

IAS trackers should be added to the end of the Polar creative tag in the ad server or DSP. If the client is interested in tracking the viewability using their IAS account, the client must provide their IAS JavaScript Tag (see example below).

IAS JavaScript Tag

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

The entire IAS tag needs to be added to the end of the Polar creative tag. When appended, the final tag should look like the example below. This should be flighted in the publisher ad server or DSP.

Note: you can easily tell if a tag is an IAS tracker if you spot `adsafeprotected.com` in the URL.

Important Note: if an IAS tracker is supplied and the only URL is one that ends with `skeleton.gif`, then you need to request the *JavaScript* version of the IAS tracker from the advertiser/agency. It should have `skeleton.js`.

Example of Polar Tag with IAS Tag

```
<!--Start of Polar Ad Tag. Visit polar.me/trafficking for information.-->  
<!--Creative Name: This Giving Tuesday, we're donating $250K to help Etsy sellers impacted by natural disasters this year. And you can help too! We'll also match any donations you give to the Etsy Disaster Relief Fund up to $50K. Learn more and donate in our bio.-->
```



```
<script type="text/mediavoice-tag"
data-mediavoice-tag-version="2">
{"creative":{"instance":"ca9a08ec8e2245f9ac1a9f4b815a0a7c"},"
meta":{"random":"${CACHEBUSTER}","server":{"auctionID":"${AUC
TION_ID}","campaignID":"${CAMPAIGN_ID}","creativeID":"${CREAT
IVE_ID}","exchangeID":"${EXCHANGE_ID}","insertionOrderID":"${
INSERTION_ORDER_ID}","inventorySourceExternalID":"${INVENTORY
_SOURCE_EXTERNAL_ID}","name":"dv360","pixelIDs":"${PIXEL_ID_C
OMMA}","publisherID":"${PUBLISHER_ID}","universalSiteID":"${U
NIVERSAL_SITE_ID}"},"url":"${SOURCE_URL}"},"track":{"cachebus
t":[],"click":["${CLICK_URL}"],"impression":[]}}
</script>
<script
type="text/mediavoice-adserver-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript"
src="https://static.polarcdn.com/creative/creative.js"></scri
pt>
<!--End of Polar Ad Tag. Add integration/viewability script
below.-->
<SCRIPT TYPE="application/javascript"
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/
skeleton.js"></SCRIPT>
```

For legacy publisher Polar implementations

For some publishers on legacy Polar implementations, an IAS tracker should be added in the Polar UI.

The client must provide their IAS JavaScript URL which can be extracted from the full IAS JavaScript Tag which looks like the example below.

Example of IAS JavaScript Tag:

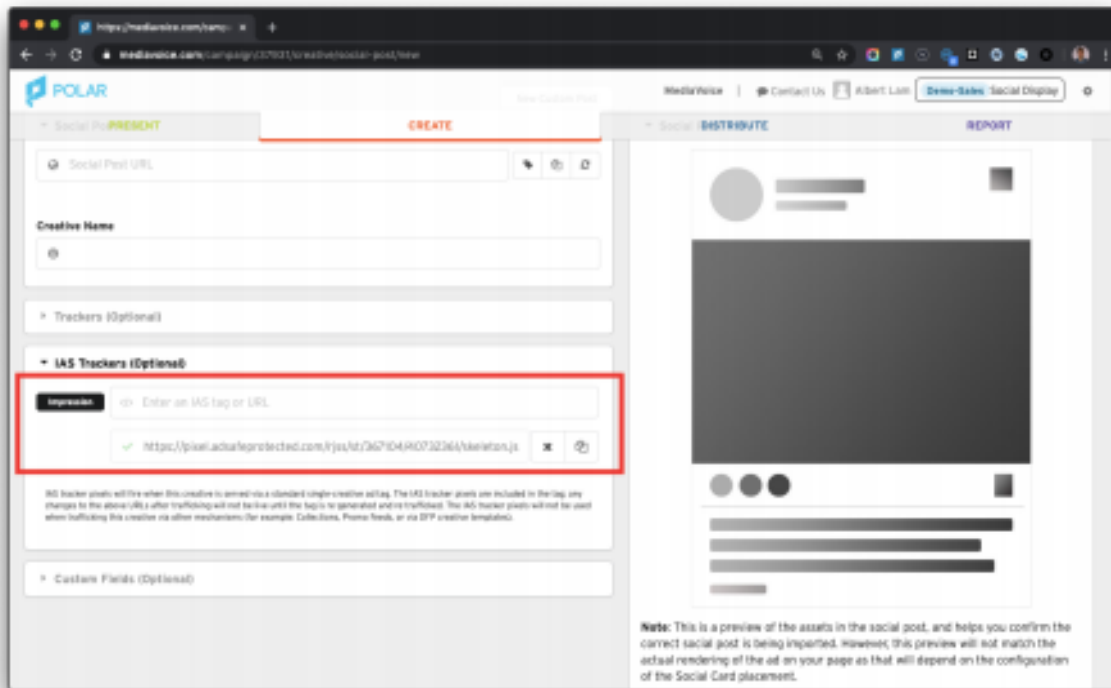
```
<SCRIPT TYPE="application/javascript"
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/
skeleton.js"></SCRIPT>
```

In the above example, the IAS JavaScript URL is:

<https://pixel.adsafeprotected.com/rjss/st/367104/40732361/skeleton.js>



This should be added to the Polar Creative UI.



Sometimes, the existing impression tag already contains the IAS tracker.

Example of Impression Tag with IAS Tracker:

```
<IMG  
SRC="https://ad.doubleclick.net/ddm/trackimp/N778265.1270091MPU  
BLICITE.FR/B23524584.260447267;dc_trk_aid=456414509;dc_trk_cid=  
124655216;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_direct  
ed_treatment=;tfua=?" BORDER="0" HEIGHT="1" WIDTH="1"  
ALT="Advertisement"><script src="mraid.js"></script><SCRIPT  
TYPE="application/javascript"  
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/  
skeleton.js"></SCRIPT> <NOSCRIPT><IMG  
SRC="https://pixel.adsafeprotected.com/rfw/st/367104/40732360/s  
keleton.gif" BORDER=0 WIDTH=1 HEIGHT=1 ALT=""></NOSCRIPT>
```

In the above example, the IAS JavaScript URL is:

<https://pixel.adsafeprotected.com/rjss/st/367104/40732361/skeleton.js>

Note: you can easily tell if a tag is an IAS tracker if you spot `adsafeprotected.com` in the URL. If an IAS tracker is supplied and the only URL is one that ends with `skeleton.gif`, then you need to request the *JavaScript* version which has `skeleton.js`.



DoubleVerify

DoubleVerify trackers should be added to the end of the Polar creative tag in the ad server or DSP.

If the client is interested in tracking the viewability using their DoubleVerify account, the client must provide their DoubleVerify JavaScript HTML Tag (see example below).

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&adsr
v=1&region=30&btreg=&btadsrv=&crt=&crtname=&chnl=&unit=&pid=&ui
d=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_DMGRV=&DVP_LAT=&D
VP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>
```

The entire DoubleVerify tag needs to be added to the end of the Polar creative tag. When appended, the final tag should look like the example below. This should be flighted in the publisher ad server or DSP.

Note: you can easily tell if a tag is a DoubleVerify tracker if you spot `doubleverify.com` in the URL.

Example of Polar Tag with DoubleVerify Tag

```
<!--Start of Polar Ad Tag. Visit polar.me/trafficking for
information.-->
<!--Creative Name: This Giving Tuesday, we're donating $250K
to help Etsy sellers impacted by natural disasters this year.
And you can help too! We'll also match any donations you give
to the Etsy Disaster Relief Fund up to $50K. Learn more and
donate in our bio.-->
<script type="text/mediavoice-tag"
data-mediavoice-tag-version="2">
{"creative":{"instance":"ca9a08ec8e2245f9ac1a9f4b815a0a7c"},"
meta":{"random":"${CACHEBUSTER}","server":{"auctionID":"${AUC
TION_ID}","campaignID":"${CAMPAIGN_ID}","creativeID":"${CREAT
IVE_ID}","exchangeID":"${EXCHANGE_ID}","insertionOrderID":"${
INSERTION_ORDER_ID}","inventorySourceExternalID":"${INVENTORY
_SOURCE_EXTERNAL_ID}","name":"dv360","pixelIDs":"${PIXEL_ID_C
OMMA}","publisherID":"${PUBLISHER_ID}","universalSiteID":"${U
NIVERSAL_SITE_ID}"},"url":"${SOURCE_URL}"},"track":{"cachebus
t":[],"click":["${CLICK_URL}"],"impression":[]}}
</script>
<script
type="text/mediavoice-adserver-targeting-map">{}</script>
```



```
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript"
src="https://static.polarcdn.com/creative/creative.js"></scri
pt>
<!--End of Polar Ad Tag. Add integration/viewability script
below.-->
<script
src="https://cdn.doubleverify.com/dvtp_src.js?ctx=10200000&cmp=
21000000&sid=3448000&plc=226701160&num=&adid=&advid=868000&adsr
v=1&region=30&btreg=&btadsrv=&crt=&crtname=&chnl=&unit=&pid=&ui
d=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_DMGRV=&DVP_LAT=&D
VP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>
```

Important Note: an incorrect version of the DoubleVerify tracker is supplied as such:

```
<script
src="https://tps.doubleverify.com/visit.jpg?ctx=16205751&cmp=23554053
&sid=5808720&plc=261803625&adsrv=1&btreg=&btadsrv=&crt=&tagtype=&dvta
gver=6.1.img&"></script>
```

You'll notice `.jpg` and `img` in the src URL. You need to request the *JavaScript* version of the DoubleVerify tracker from the client.

Changes to Tracking

Sometimes, clients would like to request changes. If changes are required, a new ad tag may or may not be required to be trafficked.

Any changes to the following require updates to the Polar Creative UI and a NEW ad tag to be generated:

1. Impression trackers
2. Click trackers
3. IAS trackers

Any changes to the following require updates to the ad tag in the ad server or DSP:

- 1) MOAT Trackers
- 2) DoubleVerify Trackers

Any changes to the following in the Polar Creative UI do NOT require a new ad tag:

- 1) Destination (CTA) landing URL
- 2) CTA Text
- 3) Creative Name

- 4) Caption
- 5) Image Asset
- 6) Video Asset

