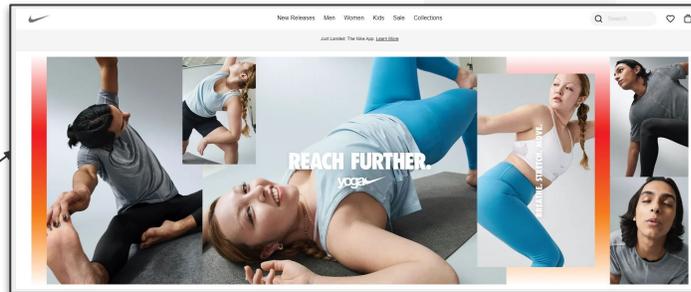




**Landing Page Clicks:** A click that takes a user to an off-site destination that matches the Landing Page URL that is entered in the creative.



**Primary Clicks:** Any click on the ad is counted as a Primary Click. This can be a click to:

1. A landing page
2. An interaction click
3. A click to Social channel (via social icon) or Social post (via like/share buttons)
4. A click on the pause/play or mute button for videos etc.

A maximum of 1 click is counted per ad impression. The Ad Server counts this and this contributes to CTR in the Ad Server.

## Measuring Click Counts

The Ad Server will report **Primary Click** counts and therefore, counts 1 click per impression for any type of click on the ad.



### Grow direct-sales revenue

*Polar ad solutions are sold by publisher direct-sales teams*



### Frictionless creative

*Repurpose existing creative assets from social and the web*



### Developer-free setup

*Beautiful high-impact ads delivered in standard inventory*

## Applying Third Party click trackers such as Sismek, DCM/CM etc.

For detailed documentation on the correct use of Third Party Trackers, please visit <https://polar.me/tracking>

Two different click tracker applications are supported in the Polar platform.

1. Adding third party trackers to the “Click” tracker field in the Polar platform: The trackers will track Primary Clicks. As a result the DCM/CM (or any other tracker) numbers will closely match the click numbers reported by the Ad Server.



Trackers (Optional)

Impression

Click

1. Adding third party trackers directly on the Landing Page URL field: This will ensure that the DCM/CM (or any other tracker) counts ONLY the clicks that lead to the Landing Page. No other type of click on the ad is counted. As a result the Ad server numbers will not match with the numbers tracked by the third party trackers.  
Note: this will not work for third party trackers that do not redirect to the landing page URL.



Landing Page

Landing Page URL (Required)

CTA Button (Optional)

**It is important to note NOT to use third party trackers twice in the platform. If it is used in the Landing page URL field, it must not be applied to the tracker field again and vice versa. Double use of click trackers will result in double counting.**

Breakdown of Landing Page Clicks and Social Clicks (a click to Social channel via social icon or a click to the Social post via like/share buttons) will be available for download from our dashboard in a few months time. Currently, it is available on request on a per campaign basis.