

Social Extension measurement specifications

Social Extension 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



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Impression trackers

- **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]”.

```
<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

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/N636.285985MEDIAlQ/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 Extension is running on websites (not on Facebook).

Viewability trackers

- **Provide the third-party JavaScript HTML tag to your Social Extension 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=&btadsv=&crt=&crtname=&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

- **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

Engagement metrics

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