THE CAMPAIGN TEAM

Measurement specifications

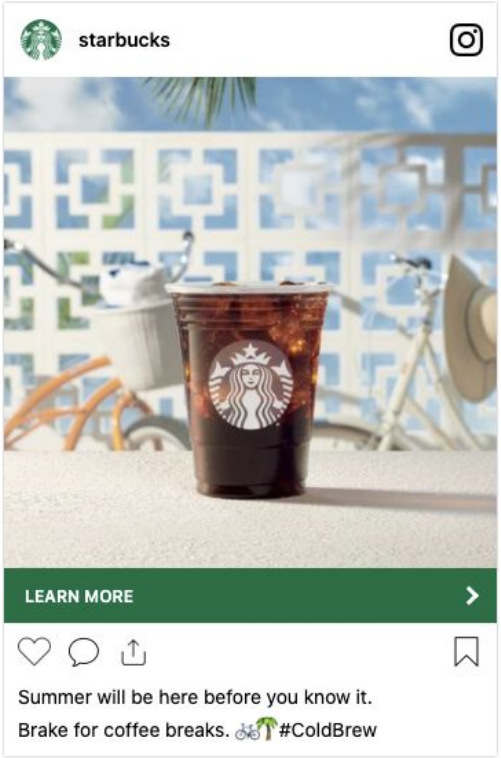
Social Extend

Social Extend measurement support

Social Extend 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



Impression trackers

Social Extend supports third-party impression trackers.

Impression trackers types

- **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]”.

> <IMGSRC="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

Social Extend 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 Social Extend is running on websites (not on Facebook).

Viewability trackers

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

Add the third-party JavaScript HTML tag in the Integration Code field

- *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=-&moatClientSlice r2=-&skin=0" type="text/javascript"></script>

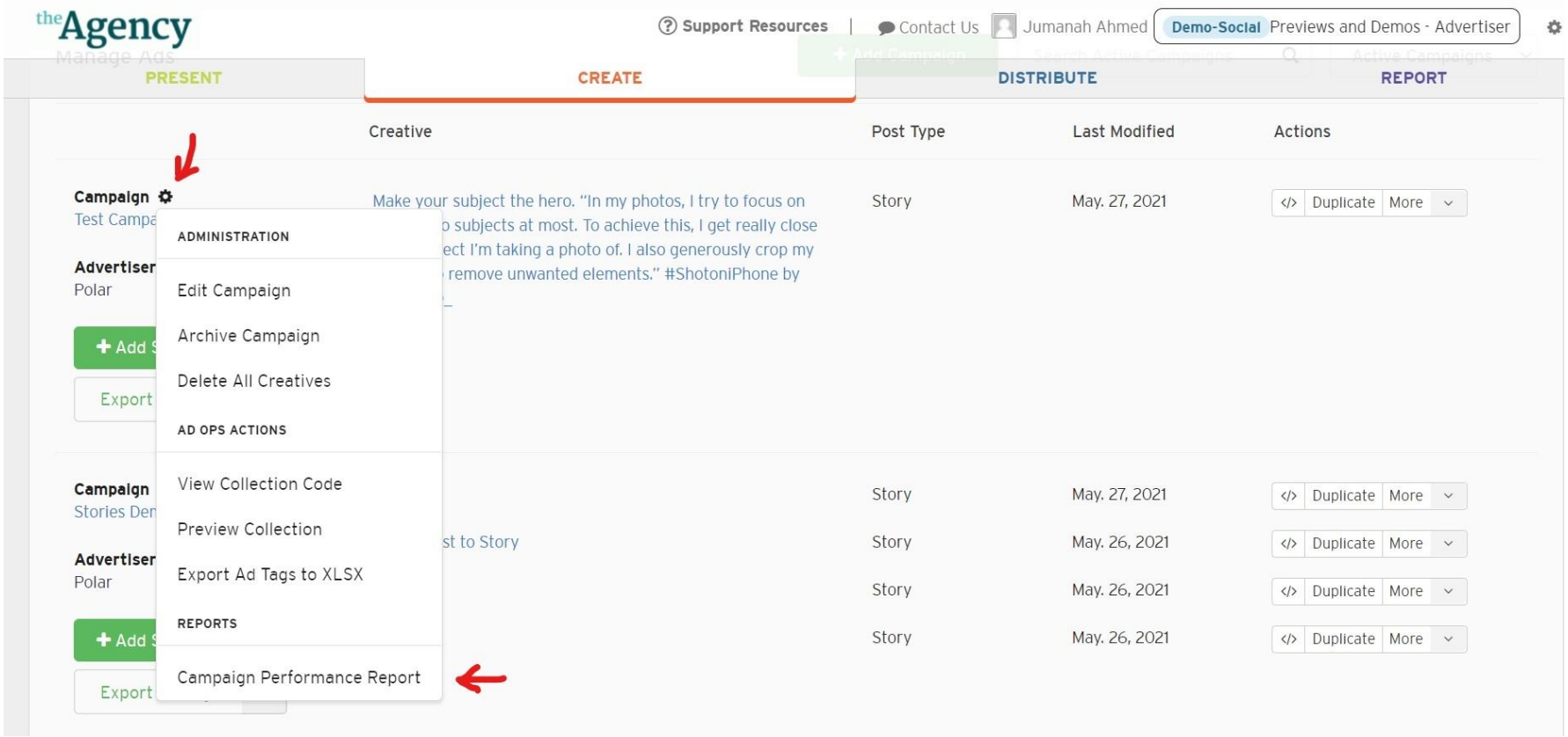
Example of an IAS JavaScript HTML tag:

<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=&crt=&crtname=&chnl=&unit=&pid=&uid=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_DMGRV=&DVP_LAT=&D VP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>

How to access Campaign Performance Report



What's Included?

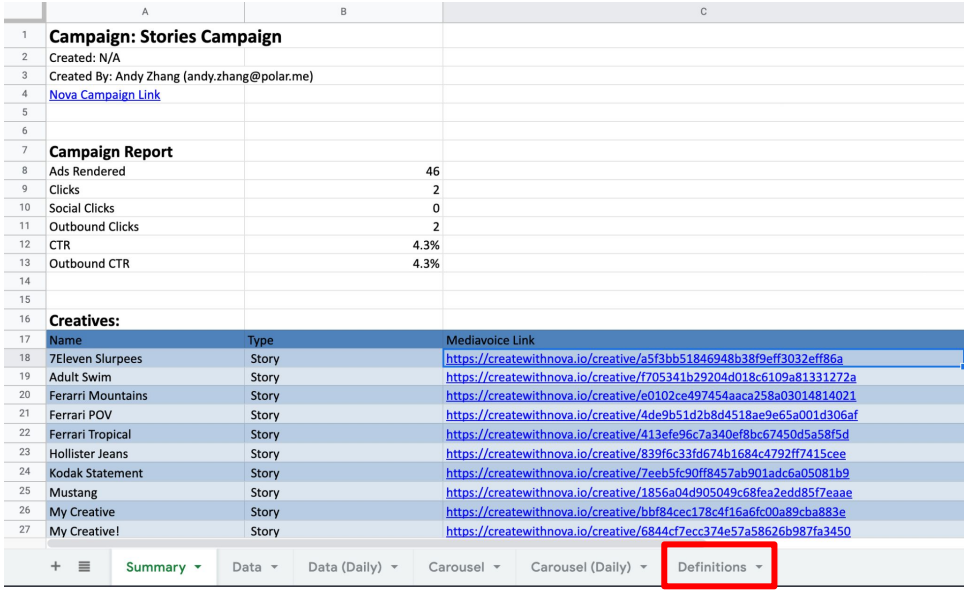
Reports are downloaded in .xlsx format by clicking on the gear icon beside "Campaign" and selecting "Campaign performance Report" from drop down. This report includes the following.

1. Combined metrics across entire Campaign
    - Ads Rendered
    - Click Breakdown: Social, Outbound, Overall Clicks*
    - CTR

2. Metrics for each creative
    - Metrics across entire flight
    - Daily metrics

3. Video Metrics (details on next slides)
    - Only included if campaign contains a video asset (including one video within Carousel and Story)
    - Metrics include: Player Loads, Video Starts, Watch Time, Completion Rate

4. Carousel/Story Metrics (details on next slides)
    - Only included if campaign contains a carousel or story creative
    - Metrics include: Completion Rate, Social Interactions, Scene Progression



	A	B	C
1	**Campaign: Stories Campaign**		
2	Created: N/A		
3	Created By: Andy Zhang (andy.zhang@polar.me)		
4	Nova Campaign Link		
5			
6			
7	**Campaign Report**		
8	Ads Rendered	46	
9	Clicks	2	
10	Social Clicks	0	
11	Outbound Clicks	2	
12	CTR	4.3%	
13	Outbound CTR	4.3%	
14			
15			
16	**Creatives:**		
17	Name	Type	Mediavoice Link
18	7Eleven Slurpees	Story	https://createwithnova.io/creative/a5f3bb51846948b38f9eff3032eff86a
19	Adult Swim	Story	https://createwithnova.io/creative/f705341b29204d018c6109a81331272a
20	Ferarri Mountains	Story	https://createwithnova.io/creative/e0102ce497454aaca258a03014814021
21	Ferrari POV	Story	https://createwithnova.io/creative/4de9b51d2b8d4518ae9e65a001d306af
22	Ferrari Tropical	Story	https://createwithnova.io/creative/413efe96c7a340ef8bc67450d5a58f5d
23	Hollister Jeans	Story	https://createwithnova.io/creative/839f6c33fd674b1684c4792ff7415cee
24	Kodak Statement	Story	https://createwithnova.io/creative/7eeb5fc90ff8457ab901adc6a05081b9
25	Mustang	Story	https://createwithnova.io/creative/1856a04d905049c68fea2edd85f7eaae
26	My Creative	Story	https://createwithnova.io/creative/bbf84cec178c4f16a6fc00a89cba883e
27	My Creative!	Story	https://createwithnova.io/creative/6844cf7ecc374e57a58626b987fa3450

Summary | Data | Data (Daily) | Carousel | Carousel (Daily) | Definitions

*All metric definitions are included in the Definitions sheet (marked) that comes with all downloaded reports

Video metrics

Social Extend 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 Social Extend 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*

Carousel/Story metrics

Social Extend supports carousel and story creatives. Metrics are available through the campaign performance report.

Carousel/Story metrics available

- **Completion Rate (Carousel/Story) :** Carousel and Stories completion rate 25%,50%, 75% and 100%. Completion rates is based on the number of slides/video clips provided in a Carousel/Story.
  i.e. if a Carousel has 4 slides then 25% completion means 1 slide has been viewed.

Additional notes

- Only available if the campaign has Carousel/Story creatives
- Social Clicks and Outbound CTR is available for Carousels through the campaign performance report
- Outbound CTR is available for Stories through the campaign performance report

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Thank You