

Ad server campaign landing page and tracking

You can use Eskimi DSP Ad Server to host and serve banners for campaigns you run in third-party DSPs and Ad Servers. To track clicks correctly, you need to modify the banner tags before adding them to the third-party system.

Eskimi DSP click macro: {CLICK_URL}

Google DV360/DCM: \${CLICK_URL} (current exported format)

TheTradeDesk: %%TTD_CLICK%%

Find: \${CLICK_URL}

"Replace" with DSP/Adserver used macro.

```
<ins class="eads"
data-eads-expid="46"
data-eads-adid="222304-1426773"
data-eads-width="300"
data-eads-height="250"
data-eads-click-url=""
data-eads-click-tracker="${CLICK_URL}">
<script type="text/javascript" src="https://dsp-media.eskimi.com/assets/js
/e/adtag.js?_=1731484162"></script></ins>
```

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