

Ad server campaign landing page and tracking

To enable third-party tracking and custom landing pages for your campaigns, Eskimi DSP allows the insertion of click macros and custom URLs into the ad tag. We add DV360 clicks tracking macro (`${CLICK_URL}`) by default to all exported tags.

This is how [Eskimi Ad-Server](#) creative JS tag looks like:

```
<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>
```

When trying to [export creative\(s\)](#) from Eskimi DSP, system will ask to add campaign (client) landing page URL.

For client to **track clicks** on their platform, they need to add **click macro** under `data-eads-click-tracker=""` attribute in creative JS tag, i.e.:

Google DV360&APPNEXUS: `${CLICK_URL}` - this is added by default, while exporting creatives.
No updates needed!

```
data-eads-click-tracker="${CLICK_URL}"
```

```
<ins class="eads"
data-eads-expid="18"
data-eads-adid="216830-1391052"
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?_=1725622680"></script></ins>
```

ADFORM: `%c1;cpdir=`

```
data-eads-click-tracker="%c1;cpdir=
```

```
<ins class="eads"  
data-eads-expid="18"  
data-eads-adid="216830-1391052"  
data-eads-width="300"  
data-eads-height="250"  
data-eads-click-url=""  
data-eads-click-tracker="%c1;cpdir=">  
<script type="text/javascript" src="https://dsp-media.eskimi.com/assets/js  
/e/adtag.js?_=1725622680"></script></ins>
```

Creative by default will land to campaign landing page URL which was added during creative(s) export. But this can be modified by adding **custom landing page URL** (for each creative tag) under `data-eads-click-url=""` attribute, i.e.:

```
data-eads-click-url="https://www.redmob.io/identity-data"
```

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