Eskimi Macros

List of Eskimi Macros:

Macro	Description	Example
{eucid}	End user click ID	eyJkZXZpY2VUeXBlSWQiOjIsInNlZ21lbnRJZCI
{dmp_id}	DMP user ID	613f8f74-75dd-4abc-a2ea-808c6234c58c
{device_id}	Device/user identifier from exchange (i.e. gaid, ifa, idfa, aid(hashed))	613f8f74-75dd-4abc-a2ea-808c6234c58c
{device_ip}	Device IP address (anonymized)	123.45.--.--
{device_operator}	Device mobile operator/ISP title	NG Airtel
{device_ua}	Device User-Agent	Mozilla/5.0 (Linux; Android 8.0.0; SM-G960F Build/R16NW) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/64.0.3282.137 Mobile Safari/537.36
{device_brand}	Device brand	Samsung
{device_model}	Device model	Galaxy S9
{device_os}	Device operating system	Android
{device_browser}	Device browser	Chrome
{exchange_id}	SSP exchange ID	14
{exchange_title}	SSP exchange title	OpenX
{site_id}	App/Site ID	123456
{placement_id}	Placement ID	2464453671
{site_title}	App/Site title	bbc.com
{site_type}	App/Site type	site

{app_bundle}	App bundle	bbc.mobile.news.ww
{site_domain}	Site domain	bbc.com
{campaign_id}	Campaign ID	12345
{campaign_title}	Campaign title	Test campaign
{campaign_type}	Campaign type	banner
{creative_set_id}	Creative set ID	123456
{creative_set_title}	Creative set title	Test creative set
{creative_id}	Creative ID	1234567
{creative_title}	Creative title	Test creative
{creative_type}	Creative type	banner
{creative_size}	Creative size	300x250
{cachebuster}	Current UNIX timestamp	1540000000
{date}	Current date	2014-11-04
{time}	Current time	12:34:56
{gps_latitude}	GPS coordinate latitude (anonymized)	12.3--
{gps_longitude}	GPS coordinate longitude (anonymized)	23.4--
{click_url}	The unescaped click URL for the ad	
{click_url_enc}	The escaped click URL for the ad	
{click_url_async}	S2S click url tracking pixel	
{event_url}	Custom metrics collection URL prefix	https://xxx.yyy.zzz/?dynamic-event&type=
{bid_id}	Bid response ID	{timeInMillis}.{exchangeId}.{bidRequestId}

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