



Allowed macros:

[CLICK_ID] - returns a unique click ID

[MACMD5] - returns Mac MD5 hash

[IFA] - returns a device IFA

[HTTP_REFERER] - returns HTTP referrer of the visitor

[DOMAIN] - returns the domain name

[IMPRESSION_ID] - returns a unique impression ID

[USER_ID] - returns a unique ID of the visitor

[BID_PRICE] - returns winning price of the impression

[CAMPAIGN_ID] - returns a unique campaign ID in our system

[CREATIVE_ID] - returns a unique creative ID in our system

[SSP_ID] - returns a unique SSP ID

[PUBLISHER_ID] - returns a unique ID of the publisher that can contain several websites

[SITE_ID] - returns a unique website ID

[PLACEMENT_ID] - returns a unique ad placement ID

[COUNTRY] - returns a country name

[SOURCE_ID] - returns a unique ID of the traffic source consisting of publisher ID + ":" + site ID + ":" + placement ID

[KEYWORD] - returns a keyword (if any)

[UNENCODED_CLICK_REDIRECT] - Returns unencoded click redirect

[ENCODED_CLICK_REDIRECT] - Returns encoded click redirect

[DBL-ENCODED_CLICK_REDIRECT] - Returns double encoded click redirect

[RANDOM_NUMBER] - Returns a random number

[BID_ID] - Returns unique bid ID

Please pass click ID - **[CLICK_ID]** - in one of the available UTM parameters to avoid clicks discrepancy.

Example: [http://domain.com/?](http://domain.com/?utm_source=[SOURCE_ID]&utm_medium=cpc&utm_campaign=dsp&utm_content=[CLICK_ID])

[utm_source=\[SOURCE_ID\]&utm_medium=cpc&utm_campaign=dsp&utm_content=\[CLICK_ID\]](http://domain.com/?utm_source=[SOURCE_ID]&utm_medium=cpc&utm_campaign=dsp&utm_content=[CLICK_ID])

**For additional information or questions please contact us at
support@froggyads.com**