MACROS FOR ALL IMPRESSIONS

Click Tracking Macros

Macro	Description
${CLICK_URL_ENC}	The encoded click tracking URL (only necessary for some third-party ad servers).
${CLICK_URL}	The click tracking URL.

Additional Macros

The macros below may be used in creative URLs or landing page URLs.

Macro	Description
${ADV_CODE}	The code of the advertiser to which the creative belongs.
${ADV_FREQ}	The total number of impressions seen by a user across all advertiser campaigns.
${ADV_ID}	The ID of the advertiser to which the creative belongs.
${AGE}	The age of the user (if available). Integer or 0.
${AUCTION_ID}	The 64-bit character string representing the individual auction that led to the impression.
${BID_PRICE}	The first price bid for this impression, as opposed to the price paid after price reduction.
${CACHEBUSTER}	A random number string used to limit caching of the URL.
${CPG_CODE}	The line item code of the served impression.
${CPG_ID}	The line item ID of the served impression.

${CP_CODE}	The campaign code of the served impression.
${CP_ID}	The campaign ID of the served impression.
${CREATIVE_CODE}	The code of the creative served (if available).
${CREATIVE_ID}	The creative ID that won the impression.
${CREATIVE_SIZE}	The width and height of the creative served (e.g., `"300x250"`).
${CUSTOM_MODEL_ID}	The `id` of the custom model used in the auction. When no custom model is used, this defaults to `0`. This Custom Macro will function for clients in the APB Alpha Test only.
${CUSTOM_MODEL_LAST_MODIFIED}	The date and time (in Unix Epoch time) since the custom model that was used in the auction was last modified. If no model was used, this defaults to `0`. This Custom Macro will function for clients in the APB Alpha Test only.
${CUSTOM_MODEL_LEAF_NAME}	The `leaf_name` specified in the leaf that determined the winning bid. If no name is specified, or if a model was not used, this defaults to `---`. (This aligns with the field in the Standard Feed, leaf_name) This Custom Macro will function for clients in the APB Alpha Test only.
${DATACENTER}	Data center ID (1 = NYM, 2 = LAX, 3 = AMS, 4 = FRA, 5 = SIN).
${DEAL_ID}	The Pontiac Deal ID associated with the winning bid, if applicable. If there is no deal, this will return 0.
${ECP}	The publisher-side Estimated Clear Price for the auction.
${GENDER}	The gender of the user (if available). Possible values: `f` (female), `m` (male), `u` (unknown).

`${HEIGHT}`	The height of the creative served.
`${INV_SOURCE_ID}`	**Deprecated.**
`${IO_CODE}`	The insertion order code of the served impression.
`${IO_ID}`	The insertion order ID of the served impression.
`${IS_PREVIEW}`	Used to determine if the impression is from a creative preview (where the value is true, represented as "1"), or if it is generated from a live auction (the value will is false, represented as a "0"). This is useful when comparing reports with third-party ad servers since we only count impressions from live auctions.
`${OZONE_ID}`	The ID of the optimization_zone connected to the impression. This macro will be populated for managed impressions only. It will remain blank for all others.
`${PMT_RULE_ID}`	The ID of the payment rule used to price the impression.
`${POSTAL_CODE}`	The postal code of the user.
`${PRICE_PAID}`	The price paid for this impression after price reduction. This is the second price.
`${PT1}, ${PT2}, ${PT3}, ${PT4}, ${PT5}, ${PT6}, ${PT7}, ${PT8}, ${PT9}`	These macros can be populated with arbitrary custom data that you send in using the placement tag query string parameters `pt1`, `pt2`, `pt3`, `pt4`, `pt5`, `pt6`, `pt7`, `pt8`, and `pt9`.
`${PUBLISHER_CODE}`	The code of the publisher selling the impression. Note that this code is available only if the publisher uses a code and has exposed itself for reporting.
`${PUBLISHER_ID}`	The ID of the publisher selling the impression. Note that this ID is available only if the publisher has exposed itself for reporting.

`${REFERER_URL_ENC}`	The encoded referring URL (if available). For mobile app impressions, returns the app store URL (if available).
`${REFERER_URL}`	The referring URL for this inventory (if available). Deprecated in May 2016. Use `${REFERER_URL_ENC}` instead.
`${REM_USER}`	Is this a remarketing user? Boolean value.
`${RESERVE_PRICE}`	The reserve price set by the publisher.
`${SCHEME}`	Resolves to the appropriate application protocol (HTTP or HTTPS) depending on the inventory type.
`${SEG_CODES}`	The codes for the segments belonging to the winning buyer, or that the buyer has access to, in this user's cookie (in order of last seen time). If the user is in more than 15 of your accessible segments, this macro will only return the first 15 (ordered by most recently seen segment to oldest segment).
`${SEG_IDS}`	The IDs of the segments belonging to the winning buyer, or that the buyer has access to, in this user's cookie (in order of last seen time). If the user is in more than 15 of your accessible segments, this macro will only return the first 15 (ordered by most recently seen segment to oldest segment).
`${SELLER_MEMBER_ID}`	The member ID of the member selling the impression.
`${SITE_ID}`	The ID of the site (placement group) the impression is being served on.
`${SSP_DATA}`	Required for Server Side Conversion Pixel calls.
`${TAG_CODE1}`	The integration code set on the placement.
`${TAG_CODE2}`	The additional integration code set on the placement.

${TAG_ID}	The Pontiac placement ID that initiated the bid request.
${TIMESTAMP}	The UNIX timestamp for the auction.
${USER_AGENT_ENC}	The encoded user agent string from the request's HTTP header.
${USER_AGENT}	The user agent string from the request's HTTP header. User agent often identifies such information as the application, operating system, and software vendor acting on behalf of the user (e.g., "Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10.5; en-US; rv:1.9.0.4) Gecko/2008102920 Firefox/3.0.4").
${USER_CITY}	The character string of the user's city.
${USER_COUNTRY}	The character string of the user's country.
${USER_ID}	The Pontiac 64-bit character string representing the user for the impression.
${USER_IP}	The IP address of the user.
${USER_STATE}	The character string of the user's state or region. In the USA: 2 letter abbreviation. Outside of USA: the URL encoded user's country followed by the user's region ID (FIPS 10-4 or Pontiac-generated). For example, the region surrounding Riva, Latvia is LV%3A25 (encoding for LV:A25)
${USE_COOKIES}	Allowed values are 0 or 1. This is used for third-party creatives. If 0, you can use this macro to ask the hosting ad server not to set cookies on the user viewing the impression.
${WIDTH}	The width of the creative served.

MACROS FOR VIDEO IMPRESSIONS

Macro	Description
${VIDEO_CONTEXT}	The context of the video ad. Allowed values include: 0: In-stream unknown 1: In-stream pre-roll 2: In-stream mid-roll 3: In-stream post-roll 4: Out-stream
${VIDEO_PLAYBACK_METHOD}	How the video was played. Allowed values include: 0: Unknown 1: Auto-play, sound-on 2: Auto-play, sound-off 3: Click-to-play 4: Mouse-over 5: Auto-play, sound unknown
${VIDEO_PLAYER_WIDTH}	The size of the video player, expressed as player width in pixels.

MACROS FOR MOBILE IMPRESSIONS

Macro	Description
${CARRIER_ID}	The Pontiac integer representing the mobile carrier ID.
${DEVICE_AAID}	The Android advertising identifier, when the impression is from an Android device.
${DEVICE_APPLE_IDA}	The Apple advertising identifier, when the impression is from an Apple device.
${DEVICE_MAKE_ID}	The Pontiac integer representing the ID of the make of the mobile device (e.g., 26).
${DEVICE_MD5}	The MD5-encrypted unique identifier representing the mobile device.
${DEVICE_MODEL_ID}	The Pontiac integer representing the ID of the mobile device model (e.g., 301).

`${DEVICE_ODIN}`	The ODIN-encrypted unique identifier representing the mobile device.
`${DEVICE_OPENUDID}`	The OPENUDID-encrypted unique identifier representing the mobile device.
`${DEVICE_SHA1}`	The SHA1-encrypted unique identifier representing the mobile device.
`${DEVICE_WIN_ID}`	The Windows Ad ID for the device on which this impression occurred (if applicable).
`${EXT_APP_ID}`	The external identifier for the application requesting the impression. This is useful only for impressions from mobile apps.
`${GEO_LAT}`	The latitude of the user's location, when GPS data is available from a mobile device. Expressed in the format "snn.ddd,snn.ddd" (e.g., `+12.345` or `-45.123`), where south is represented as negative. There can be a maximum of 5 decimal places of precision.
`${GEO_LON}`	The longitude of the user's location, when GPS data is available from a mobile device. Expressed in the format "snn.ddd,snn.ddd" (e.g., `+12.345` or `-45.123`), where west is represented as negative. There can be a maximum of 5 decimal places of precision.
`${SUPPLY_TYPE}`	This macro will be populated with a numeric value that denotes the supply type of the impression. Allowed values include: 0: web 1: mobile web 2: mobile app 3: facebook sidebar 4: toolbar

FUNCTION MACROS

A function macro performs a function on another macro. Function macros can be used in combination with any other creative macro, including custom macros although if they are not recognized at render time, they will not be translated and the function will not be called.

Pontiac currently supports the `{$URL_ENC}` function macro, which can be used for a variety of purposes related to encoding. A key use case is when a URL needs to be passed from ad

server to ad server via a creative macro, and due to the presence of unsupported characters in standard URL formatting, must be encoded at various steps of the process.

The macro takes the following form:

```
${URL_ENC(${MACRO_NAME},#)}
```

where `${MACRO_NAME}` is the macro to be encoded and # is the integer `1`, `2`, or `3`, representing the number of times to encode the contents. Note that more than three encodings are not supported.

Each encoding corresponds to a step in the redirect chain, as well as how a given third-party click tracker works with the macro. Double encoding will usually be needed for final destination URLs when a second ad server is involved, and triple encoding for a third ad server.

To determine whether you will need to use single, double, or triple encoding, you should check with your third-party click tracker and then test your `URL_ENC` macro to ensure it works. If your macro is not working, one consequence of this may be link breakage, which will result in users not reaching the intended destination URL.

Encoding Examples

To encode click URL once:

```
${URL_ENC(${CLICK_URL},1)}
```

If `http://Pontiac.media` is passed as the click URL,
using `${URL_ENC(${CLICK_URL},1)}` to single encode the URL would result
in `http%3A%2F%2FPontiac.media` populating the creative.

To encode media URL once:

```
${URL_ENC(${MEDIA_URL},1)}
```

To encode media URL twice:

```
${URL_ENC(${MEDIA_URL},2)}
```

To encode a custom macro called ADFORMAT once:

```
${URL_ENC(#{ADFORMAT},1)}
```