**Macro variables**

Below mentioned the macro variables are supported for in our package.

1. {clickurl} – This is supported only for HTML creative and thirdparty ads.

Example : <a href='{clickurl}'>Test ads</a>

1. {timestamp} – We will provide the destination url as below mentioned ,

Example : http://www.dreamajax.com?timestamp={timestamp}

1. {random} – We will provide the destination url with random macro as below mentioned ,

Example : http://www.dreamajax.com?random={random}

10 character alpha-numeric random string value will be display.

1. {target } – We will provide the destination url as below mentioned ,

Example : http://www.dreamajax.com?target={target}

1. {logurl } - Have to create ad with below url,

Example : <img src='{logurl}' width=1 height=1><a>testads</a>

In our project log url called only once based on the request id.So this feature only supported for thirdparty ads.

1. {url\_prefix } – We will provide the below content ,

Example : <img src='{url\_prefix}/login.png' width=50 height=50><a>testads</a>

1. {bannerid } – We will provide the bannerid in destination url ,

Example : http://www.dreamajax.com?bannerid={bannerid}

1. {zoneid } – We will provide the zone id in destination url ,

Example : http://www.dreamajax.com?zoneid={zoneid}

1. {pageurl } – We will provide the pageurl in destination url ,

Example : http://www.dreamajax.com?pageurl={pageurl}

Page url is nothing but ad delivery url.

1. {width} – We will provide the width in destination url ,

Example : http://www.dreamajax.com? width={width}

Currently display of creative width.

1. {height} – We will provide the height in destination url ,

Example : http://www.dreamajax.com? height={height}

1. {campaignId} - The ID of the campaign
2. {campaignGroupId} -The ID of the campaign group
3. {advertiserId} – The Id of the advertiser
4. {country} – Two letter country code
5. {region} - Region codes.
6. {bannerId} – bannerid
7. {zoneId} - zoneid
8. {browser} - Browsers as string
9. {os} - Operating System
10. {transactionId} - The transaction ID can be used in S2S Postbacks for conversion tracking.
11. {cache\_buster} - Random numbers to create a unique url so that browser cache will not be used.
12. {cost} - The CPM/1000.
13. {bidprice} – Ad delivery bid price
14. {carrier} - The mobile carrier.
15. {connectiontype} – The mobile connection type
16. {ip} – Ad delivery ip address
17. {lang} – browser language.

1. {clickid} – Click ID (for server to server) -
2. {type} – campaign type such as cpm, cpc, cpv etc.
3. {city} – the user city.
4. {zip} – zipcode of the user.
5. {device} – the device as desktop,mobile,Tablet
6. {gender} – Selected Gender while campaign creation/Edit
7. {age} – Age.
8. {color} – Color
9. {height} – Height
10. {weight} - Weight
11. {logurl\_enc}- Encoded Impression logging URL (Example : <img src={logurl\_enc} width=1 height=1><a>testads</a>

In our project logurl called only once based on the request id. This feature only supported for thirdparty ads.

1. {clickurlparams} – This is supported for thirdparty click tracking.

**Below macros are not supported in our package :**

1. {pid}
2. {connectionspeed}
3. {source}
4. {referrer}

Kindly go through above points and let us know if you need any additional points.