NATIVE ADS Tracking Cheat Sheet

brax

BRAX

Campaign Name	{{CAMPAIGN}}
Ad ID	{{AD_ID}}
Image	{{IMAGE}}
Title	{{TITLE}}
Creative ID	{{CREATIVE_ID}}

OUTBRAIN

Campaign ID	{{campaign_id}}
Ad ID	{{promoted_link_id}}
Publisher	{{publisher_id}}
Title	{{ad_title}}
Click Timestamp	{{time_stamp}}
Section ID	{{section_id}}
Doc Title	{{doc_title}}
User ID	{{uuid}}

TABOOLA

Campaign ID	{campaign_id}
Ad ID	{campaign_item_id}
Publisher	{site}
Image	{thumbnail}
Title	{title}
Platform	{platform}
Click Timestamp	{timestamp}

REVCONTENT

Campaign ID	{BOOST_ID}
Ad ID	{CONTENT_ID}
Publisher	{WIDGET_ID}
Channel Name (Targets)	{ADV_TARGETS}

CONTENT.AD

Campaign Name	[cid]
Ad ID	[adid]
Publisher	[did]
Click Timestamp	[click_key]

OATH: AD PLATFORMS

Campaign ID	{campaignid}
Ad ID	{adid}
Publisher	${pubid}
Creative ID	{creative}
Platform	{device}
Ad Group ID	{adgroupid}