



Technical specifications



dfv Horeca Media



Spezifikationen for 3rd-Party Tag / Tracking

3rd-Party Tag & Tracking

- The possible provision of 3rd party tags as script, redirect or iframe tags as well as the maximum file weights and file types permitted therein are based on our technical specification. The possibility of transferring a ClickCommand to the Redirect URL must be given and documented so that "clicks" can be measured by FOOD SERVICE, otherwise they cannot be shown in the report.

Please note:

- The 3rd party ad server must have an availability of 99%.
- 3rd party advertising material must not leave the container in which it is loaded. Your tags are not allowed to implement them in the <body> or other HTML elements of the page.
- All content provided by a partner's server (e.g. resources from HTML5 ads, 3rd party tags, tracking pixels) must work in the https environment.
 - **Https has been mandatory since 2018.**
- XSS is not allowed.
- Tracking pixels must always contain the following inline styles in order to rule out layout errors:
 - ``

Fallback Images & Tracking

Fallback Image:

- When do I need fallbacks? For example, in campaigns with special targetings, in programmatic advertising, in campaigns that include trackers - HTML5 and redirects1 click Command.
- Fallback advertising media (or default ads) are created in a GIF, JPG or PNG graphic format and are used to ensure the visibility of campaigns. Default ads are delivered if no other ads are suitable for an advertising space.
- If an agency / customer would like to use tracking, a physical advertising medium without built-in tracking should always be delivered as fallback, or the physical fallback advertising medium without tracking must be stored in the agency / customer ad server.

Tracking:

To provide the best possible result of your ad campaign and due to restrictions by the current law for user consent, please refrain from using too many tracking pixels.

We recommend a maximum of 5 Tracking pixel:

- 2 tracking pixels for impression tracking (media agency and technical service provider)
- 1 click Command
- 1 viewability measurement (e.g. meetrics)
- 1 market research pixel (e.g. GfK)

TCF

Additional information due to TCF:

As soon as a tracking / pixel / TAG is used in a campaign that processes **personal data**, the following points must be taken into account.

All **URL-based components** of an advertising medium (e.g. redirect, pixel tracker) must contain the IAB Makro `gdpr_consent = ${GDPR_CONSENT_XXX}` to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.

Example:

```
<script>document.write ('<scr' + ,ipt type="text/javascript" language="JavaScript,,  
src=„https://ad.yieldlab.net/d/11132400/11132397?ts=%timestamp%&pubref='+encodeURIComponent(window.top.location.href)+'&co  
nsent=${GDPR_CONSENT_70}"></scr' + 'ipt> ');</script>
```

So that we can recognize and find this GDPR macro in the future, **we need at least 5 working days** ahead of the start of the campaign the following information: how and where this GDPR macro is delivered in the redirect, in scripts, iframes and / or any other tracking. Also, all advertising tags / tracking that we use must contain these GDPR macros.