

# **Demand Side Platform Macros**

April 21th, 2020

## Platform macros

A macro is a pattern which allows Ad Server to pass a specific parameter in an ad request to your buyer in a relevant placeholder of an ad tag.

Parameter	Macros	Type
<b>Campaign / Creative Related Macros</b>		
Creative ID	{crid}	Integer
<b>Line Item Related Macros</b>		
Line Item ID	{lid}	Integer
<b>Publisher / Placement Related Macros</b>		
Placement ID	{pid}	Integer
Full Page URL	{page}	String
Page URL escaped	{page:escape}	String
Site\bundle ID	{dist-id}	Integer
Site\bundle Name	{dist-name}	String
Site domain\app.bundle	{dist-channel}	String
Width of a slot	{w}	Integer
Height of a slot	{h}	Integer
<b>Visitor Related Macros</b>		
IP address of a user	{uip}, {ip}	String
User ID	{ifa}, {user_id}	String
<b>Other Macros</b>		
Cache Buster	{cb}	String
Price for Impression, available for CPC only	{clickprice}	Integer
Session ID	{session-id}	Integer
Ad ID	{adid}	Integer
Sub Id	{sub_id}	Integer
Click ID (use for Action Tracking)	{click_id}	Integer
SSP Source ID	{inventory-channel} {aid}	Integer