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Addition

Executive Summary

More and more browsers prevent a 3rd party domain request to set cookies in the browser or to write in other storages in the browser. It is time for ad technology platforms to move away from the traditional philosophy that the browser is represented only by an identifier stored in a cookie, especially in the 3rd party cookies.

In June, 2018, Apple announced "Intelligent Tracking Prevention (ITP) 2.0". Safari detects the domains that have the ability to track the users across the websites and classifies/blacklists the domains as 'tracker' domains. The blacklisted domains do not have access to their cookies in 3rd party context. Similarly, Mozilla introduced Firefox 'Tracking Protection' (also called 'Content Blocking'). Firefox plans to block the 3rd party cookies by default in near future. It is expected that more browsers will block 3rd party cookies in near future.

This is highly disruptive to buyers, sellers and technology platforms. It is expected to disrupt the digital marketing in general.

ADITION offers an EU GDPR compliant 1st party aderving solution. The solution can deliver an advertisement without 3rd party cookies. The publishers have to integrate a first party service called – ADITION Universal Tag into their websites. The service creates a 1st party cookie. ADITION uses the 1st party cookie, whenever the 3rd party cookies are unavailable.

The solution is further detailed in the following sections.



Overview of the solution

ADITION provides an EU GDPR compliant 1st party aderving solution. It is a first party service solution that uses 1st party cookies. The first party service is a java-script based solution. It is called ADITION Universal Tag.

The publishers have to integrate the first party service into their websites. When integrated, the first party service creates 1st party cookies. However, the publishers can restrict ADITION from creating 1st party cookies.

The publishers can also implement the user opt-out preferences with ADITION first party service in their disclaimer page. When a user opts-out, ADITION creates an opt-out cookie in the 1st party domain. ADITION reads and respects the user opt-out preferences during the request as per the EU GDPR.

ADITION uses the 1st party cookie, when 3rd party cookies are unavailable because they were blocked by the browser or blocked by the user. The solution is fully compatible with the existing advertising eco-system. The following aderving features are supported:

- **Tagging & ReTargeting:** The publishers can tag and retarget a user in a website. The publishers can use the first party service for onsite campaigns. The e-shop publishers can build a story or retarget as per the last action/behavior of the user with onsite campaigns in the shop.
- **Conversion:** The publishers can measure the conversions made due to the campaign. The publishers can measure the conversions not only from his website but also from other shops, where the user was redirected after the click.
- **Single Page Restriction:** The publishers can configure campaigns, so that campaigns with competing offers are never delivered together. Similarly, the campaigns with complementary offers are always delivered together.
- **Frequency Capping:** The publishers can improve the user experience, by limiting/capping the deliveries of a campaign to a user in a website.

The solution is fully compliant with the existing regulations (e.g.EU GDPR). In short, if any kind of opt-out is received, then ADITION does not write new, update or use the existing 1st party cookies.

For more information and implementation details, please refer following sections.



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Tagging & ReTargeting with ADITION Universal Tag

ADITION customer can tag and retarget a user on a website on a browser without 3rd party cookies.

Pre-requisites/Setups

Before you can leverage tagging and retargeting based on the 1st party cookies, you need to integrate the ADITION Universal Tag (aut.js) in the website.

Website Tag

You need to integrate the aut tag in the website. You can integrate the aut tag by including the following tag in your webpage.

```
<script src="https://imagesrv.adition.com/js/aut.js"></script>
```

If you are using your own domain (Customer-/Kunden-Domain), instead of the standard ADITION standard domains for aderving activities, then you can integrate the aut tag by including the following tag in your webpage.

```
<script src="https://is.MyOwnDomain.XXX/js/aut.js"></script>
```

Where,

MyOwnDomain.XXX is your Customer-/Kunden-Domain

Please do not place the aut tag within any iframes. It is preferable to add the aut tag in the <head> part of your webpage.



Redirect Tag

If you want to deliver a campaign booked in ADDITION from other adserver, you need to create redirect tag in ADDITION. You should include ADDITION Universal Tag (aut.js) . You can create the redirect Tags that include ADDITION Universal Tag (aut.js) from ADDITION GUI.

External Tagging URL

You can create the external by using the ADDITION GUI. It already includes the ADDITION Universal Tag (aut.js) .

```

<script type="text/javascript" src="https://imagesrv.adition.com/js/aut.js"></script>
<script type="text/javascript">_aut.callTagUrl('https://[redacted].adition.com/tagging?type=image&network=[redacted]&tag[abtest.bannergesehen]');</script>

```



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Description

This section describes the solution further:

Tagging requests with 1st Party Cookie

When ADITION Universal Tag (aut.js) is included in the webpage and the external tagging URL is generated as mentioned above, ADITION automatically create a 1st party cookies.

The 1st party cookie is automatically read and transferred with the tagging request to ADITION. However, the 1st party cookie is used only when the 3rd party cookie is unavailable.

Ad requests with 1st Party Cookie

Similar to tagging request, the 1st party cookie is automatically read and transferred with the adrequest to ADITION. However, the 1st party cookie is used only when the 3rd party cookie is unavailable.

Conversion with ADITION Universal Tag

ADITION customers can record conversions, even when 3rd party cookies are blocked by the browser. Typically, the conversion related information is primarily identified with the 3rd party cookie ID. ADITION offers a feature that can record and report conversions, where such 3rd party cookies are blocked (e.g. Safari).

The solution involves transferring a click ID with the click to the landing page. The prerequisites and description are further described in the following sections.



Pre-requisites/Setups

Before you can leverage conversion with the ADITION click ID (aclid) in the browsers such as Safari, you need to make sure that the following setups are made.

ADITION Click ID

Enable the ADITION click ID in the banner and ensure the aclid parameter is passed through any redirection trackers to the final landing page.

There are following two ways to enable the ADITION click ID in a banner:

- a) Check the checkbox (enable ADITION click ID) next to the ClickURL in the banner to enable the click ID. It is disabled by default, while creating the banner. You need to check the checkbox, if you want to enable the ADITION click ID for a particular banner. If it is enabled, ADITION will automatically add a macro `%aclid_getparam%` in the ClickURL, which is automatically replaced with an appropriate parameter and click ID during the banner load.

Beschreibung:

ClickURL:

Enable ADITION Click ID:

- b) Manually add the ADITION click ID aclid parameter into the ClickURL of the banner. You need to add the parameter `_autaclid=%aclid%` or `%aclid_getparam%` in the clickURL. Please make sure that the parameter is appropriately added into the clickURL.

For example,

http://www.suzuki-fahren.de?suzuki_model=swift&_autaclid=%aclid%&...



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SOAP API customers must manually add the ADITION click ID (aclid) parameter `_autaclid=%aclid%` or `%aclid_getparam%` into the ClickURL of the banner. By default, ADITION does not include the ADITION click ID (aclid) parameter in the ClickURL in the banners created via SOAP API.

Dynamic ads customers must manually add the ADITION click ID (aclid) parameter `..._autaclid={{aclid}}...` or `{{aclid_getparam}}` into the encoded deeplink URLs of the products or any other external Target-URL that are encoded.

The default key of the parameter is `_autclid`. If the customers use their own tag management(s), then the key of the parameter could be accordingly defined, instead of `_autaclid` as the key.

For example:

ClickURL:

`XxxxX.de/?...&CUSTUM_CLICKID_PARAM=%aclid%&...`

Conversion URL

The ADITION conversion URL must be embedded into your ad landing pages. There are following ways to setup ADITION conversion (success/track) URLs in landing pages:

a) Use ADITION Universal (aut) Tag

The customers can implement aut javascript functions to report a conversion. You may setup the conversion (success / track) URL as follows:

i. Use ADITION GUI to generate the conversion URL

You may use generate your conversion (success / track) URL with aut javascript from the ADITION GUI as follows:

Tagdarstellung: Image-Tag Als javascript-Tag darstellen Als AUT-Tag darstellen Als iFrame

Zusätzliche Parameter:

Verfügbare Parameter	Zugeordnete Parameter
Euro	
A.Dollar	
US.Dollar	
Yen	
Userid	
parm6	
parm7	

Suche starten

Website-Tag

landingpageStart (TrackingSpot example)ErfolgsSpot

```
<script type="text/javascript" src="http://imagesrv.adition.com/js/aut.js"></script>
<script type="text/javascript">_aut_callConversionUrl('http://[redacted].adition.com/track?tid=[redacted]&sid=2[redacted]&type=image&orderid=[redacted]&itemno=[redacted]&descr=[redacted]&quantity=[redacted]&price=0.00&total=0.00')</script>
```



ii. Manually implement the aut javascript funtions

- include aut tag in the website top window as

```
<script src="https://imagesrv.adition.com/js/aut.js"></script>
```

If you are using your own domain (Customer-/Kunden-Domain), instead of the standard ADITION standard domains for adserving activities, then you can integrate the aut tag by including the following tag in your webpage.

```
<script
```

```
src="https://is.MyOwnDomain.XXX/js/aut.js"></script>
```

Where,

MyOwnDomain.XXX is your Customer-/Kunden-Domain

Please do not place the aut tag within any iframes. It is preferable to add the aut tag in the <head> part of your webpage.

- implement the following aut javascript function

```
<script>
```

```
_aut.callConversionUrl(url, method, target);
```

```
</script>
```

Where,

url is the conversion (success / track) url generated in ADITION
method is success/track url type. It should be [js,img]

The default is img

img loads image tag and

js load asynchronous javascript tag

target is reference to aut.js in the page. It can be DOM
Element or

(string) DomElement ID or (string) Dom Query Selector

The default value is body. But if the body does not exist,
then the default value is head.

For example:

```
_aut.callConversionUrl("http://adfarmX.adition.com/track?tid  
=XX&sid=YY&...", 'img', 'divID')
```

b) Use Conversion URL API

The customer can also use their own in-house tag management system(s) or setup(s) to report a conversion.

If the customers are using a tag manager, the tag manager needs to call the ADITION conversion URL (success spot) as per existing documentation/process, with additional get parameter autaclids, where

autaclids is a comma separated list of autaclid. The customers can integrate aut tag into the webpage to store the ADITION click IDs, which are received in the landing page with the click, in a 1st party cookie. The



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customer can also setup their own mechanism to store the ADITION click IDs in the landing page and send the ADITION click IDs back to ADITION adserver with conversion URL.

The Conversion URL may look like

<http://XXXX.com/track?tid=XX&sid=YY&...&autaclids=id1,id2,id3>

The latest ID should be listed first in the list of the IDs.

Description

This section describes the solution further:

Transfer ADITION Click ID (aclid) with the click

When a user clicks a banner, then

- ADITION generates a unique click ID,
- the ADITION click ID placeholder is replaced with the click ID within the target url and
- the browser is redirected to the target url.

Store ADITION Click ID (aclid) in the landing page

When the user is redirected to the landing page after the click, then the ADITION Universal Tag (aut.js) recognizes the ADITION click ID (aclid) and stores it in the 1st party cookie. The name of the 1st party cookie is `_autaclids`.

Transfer ADITION Click ID (aclid) with the conversion URLs

When the user makes a buy and the ADITION Tracking URL is loaded, the

- ADITION Universal Tag (aut.js) reads the ADITION click ID (aclid) from the 1st Party cookie and
- ADITION sends the ADITION click IDs as the value of the HTTP GET parameter ADITION click IDs (autaclids) as comma separated list.

PostClick Conversion Report

When a conversion URL is executed,

- ADITION receives the conversion request with the HTTP GET parameter ADITION Click IDs (autaclids),
- ADITION processes the array of ADITION Click IDs,
- ADITION finds the corresponding campaigns that were clicked by the user in the past, using the ADITION Click IDs and
- ADITION prepares and reports the post click conversion.



Same Page Restriction with ADITION Universal Tag

ADITION uses 1st party cookie to restrict the delivery of the competing campaign on a page to a user. You can also configure complementing campaigns such 'Wallpaper' campaigns that should be delivered together in a page to a user. ADITION uses the 1st party cookie for such identification, when 3rd party cookies are unavailable.

Before you can the feature, you need to integrate the ADITION Universal Tag (`aut.js`) in the website.



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Frequency Capping with ADITION Universal Tag

ADITION customer can limit the no. of deliveries, by capping the frequency to a user on a website on a browser without 3rd party cookies.

Pre-requisites/Setups

Before you can leverage frequency capping based on the 1st party cookies, you need to integrate the ADITION Universal Tag (aut.js) in the website.

ADITION Universal Tag

You need to integrate the aut tag in the website. You can integrate the aut tag by including the following tag in your webpage.

```
<script src="https://imagesrv.adition.com/js/aut.js"></script>
```

If you are using your own domain (Customer-/Kunden-Domain), instead of the standard ADITION standard domains for aderving activities, then you can integrate the aut tag by including the following tag in your webpage.

```
<script src="https://is.MyOwnDomain.XXX/js/aut.js"></script>
```

Where,

MyOwnDomain.XXX is your Customer-/Kunden-Domain

Please do not place the aut tag within any iframes. It is preferable to add the aut tag in the <head> part of your webpage.

Description

This section describes the solution further:

Frequency Capping with 1st Party Cookie

When ADITION Universal Tag (aut.js) is included in the webpage, ADITION automatically create a 1st party cookies.

The 1st party cookie is automatically read and transferred with the ad request to ADITION. However, the 1st party cookie is used only when the 3rd party cookie is unavailable.

The 1st party cookie id is used to record and to cap the delivery of a banner/campaign to a user in a website.



Limitations

- Tagging and retargeting with 1st party cookies would work only within a website.
- Container Tag
The Container Tag is not supported by conversion (success and track) with ADITION click ID (aclid). The Container Tag will not be executed, if 3rd party cookies are blocked and ADITION click IDs are used for post click conversion.
- Time to live of the ADITION click IDs(aclids)
 - The ADITION click IDs (aclids) are valid maximum of 31 days. The time to live (TTL) will be prolonged, if the user clicks the banner in the website again.
 - ADITION will only process the last 10 latest ADITION click IDs.

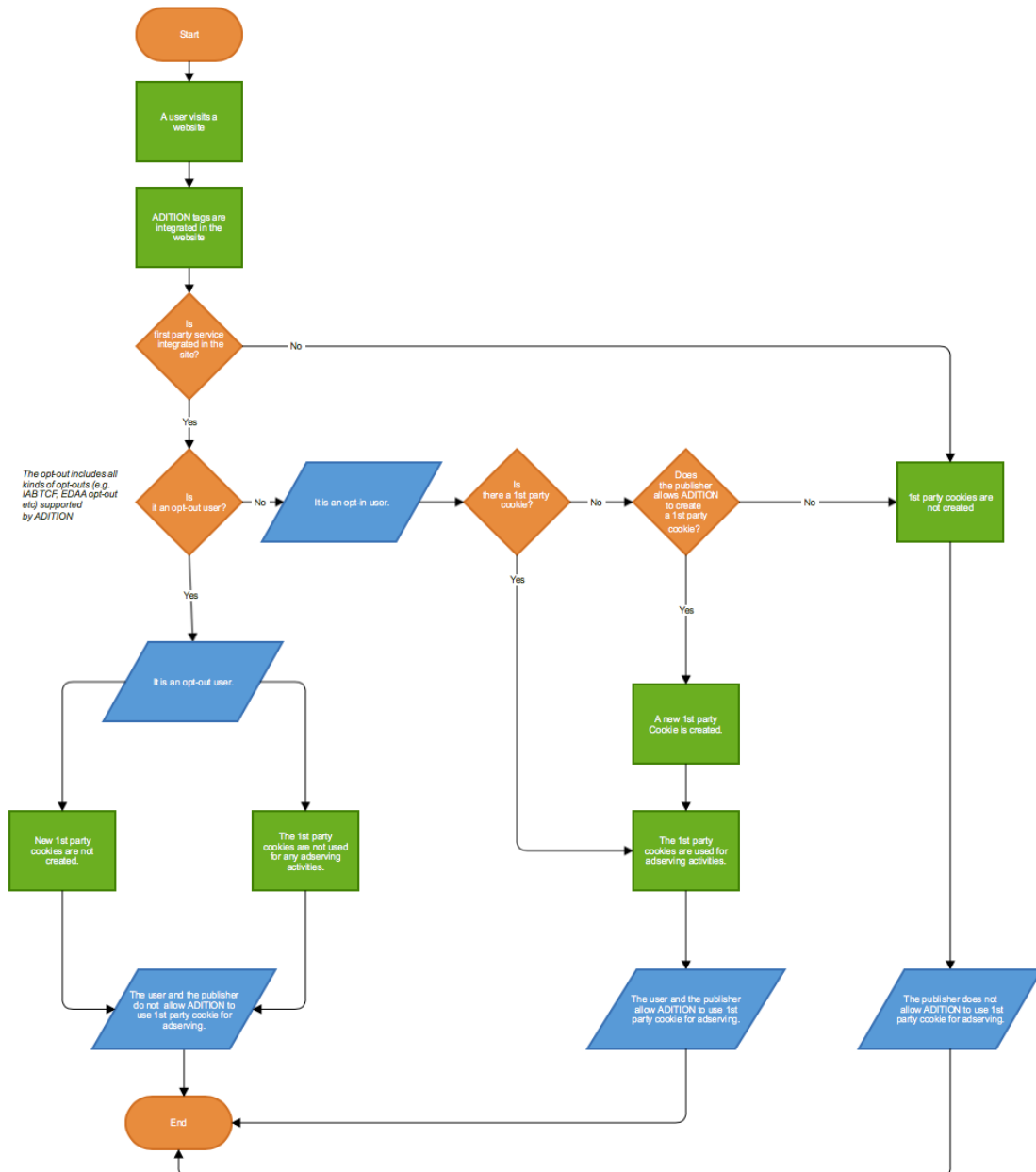


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1st Party Cookies and EU GDPR

ADITION 1st party cookies are EU GDPR compliant. In short, if any kind of optout is set, then ADITION does not write new or update the existing cookies. ADITION also does not generate ADITION click ID and does not use the click IDs for conversion.

The following flow chat describes it further:



The publishers and advertisers could setup following further controls:



1st Party Cookie where ADITION ID is stored

The aut.js will create a general 1st party cookie in the website by default. This cookie is used for ad delivery, when 3rd party cookies are blocked by the browser. ADITION plans to expand the use of the 1st party cookie in the future.

The general 1st party cookie is called `_autuserid2`. By default, aut.js creates and reads this cookie. However, the publishers could choose to disallow aut.js from creating and reading this cookie. There are the following ways to disallow the aut.js from creating and reading the general 1st party cookie:

```
<script>  
window.Adition_AUT_NoCookie = _aut.nc.bitmask.all; //disable all cookies  
Adition_AUT_NoCookie = _aut.nc.bitmask.userId; //disable all cookies  
</script>
```

1st Party Cookie where ADITION click IDs are stored

The 1st party cookie, where aut.js stores the ADITION click IDs, is called `_autaclid`s. By default, aut.js creates and reads this cookie, when a landing happens. However, the operator of the landing page could choose to disallow aut.js from creating and reading this cookie.

There are following ways to disallow the aut.js from creating and reading the 1st party cookie to store click IDs:

```
<script>  
window.Adition_AUT_NoCookie = _aut.nc.bitmask.all; //disable all cookies  
Adition_AUT_NoCookie = _aut.nc.bitmask.clickIds; //disable all cookies  
</script>
```

Opt-Out Configuration with 1st Party Service

Furthermore, ADITION provides a way for the website operators to implement an opt-out mechanism with ADITION 1st party cookies.

The website operation can implement the ADITION 1st party cookie opt-out (opt-in) mechanism in their disclaimer page. In case of user opt-out, ADITION will automatically read and respect the opt-out by the user.

The aut.js provides javascript API which can be used by the publishers to capture the opt-out preferences and store in the 1st party cookie.

```
<script>  
window.Adition_AUT_OptOut = 1;  
</script>
```

OR

```
<script>
```



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```
_aut.oo.optout(); // Set 'autoo' 1st party cookie, doesn't work if  
Addition_AUT_NoCookie bismask 'all' is set  
_aut.oo.optin(); // Remove 'autoo' 1st party cookie  
_aut.oo.optOutStatus(); // return true, if autoo cookie OR Addition_AUT_OptOut  
variable is set  
</script>
```

The following flow chart further describes the opt-out mechanism with ADITION 1st party cookies:

