cleartrust

CTV & Video Measurement

Monitoring for Invalid and Fraudulent Traffic

V3.0

cleartrust

Table of Contents

Introduction 3
Purpose 3
Integration 4
Direct Deployment 4
Suggested Macros 4
Additional Macros 5

cleartrust

Introduction

ClearTrust's CTV & Video Measurement solution offers a robust method for detecting invalid traffic (IVT) and ad fraud in environments where JavaScript is not largely supported, such as Connected TVs and video players. The integration uses Image Pixel, ensuring compatibility and real-time monitoring.

Purpose

This guide enables your team to integrate ClearTrust's Image Pixel into CTV and video ad inventory. With this pixel in place, all impressions are scored and classified in real-time as:

- **0 – Clean**
- **1 – High Risk (Bots, Spoofed Devices, etc.)**
- **2 – Medium Risk**
- **3 – Low Risk**

Detailed reports are available on the ClearTrust dashboard or via API.

cleartrust

Integration

Integration is simple and supports:

- **Video ads (via VAST)**
- **CTV environments**
- **Platforms that do not support JavaScript**

Direct Deployment

Wrap the image pixel within an image tag

https://po.fst.onl/TINYCODE?ak=AUTHKEY&pxl=1&dg=0&ci=1&gv=1&s1={PUBLISHER_ID}&s2={PUBLISHER_NAME}&s3={REFERRER}&s4={APP_BUNDLE_ID}&s5={BUNDLE_NAME}&s6={CUSTOM_MACRO}&s7={SUB}&s8={STORE_URL}&s9={CUSTOM_MACRO}&s10={CUSTOM_MACRO}&s11={CUSTOM_MACRO}&s12=(CUSTOM_MACRO}&s13={CUSTOM_MACRO}&s14={IMPRESSION_ID}&s15={OTHER_CTV_OS}&s16={DEVICE_MODEL}&s17={SSP_ID}&s18={SSP_NAME}&s19={DSP}&s20={CUSTOM_MACRO}

This code uses macros which can be leveraged for reporting and analysis.

Suggested Macros

The following macros are suggested as mandatory and optional

S.No	Parameters (case sensitive)	Mandatory (M) / Optional (O)	Description	Default
1	ak	M	Authkey	Provided by CT
2	tc	M	Tinycode	Provided by CT
3	s1	O	Publisher Id Placeholder	s1Macro
4	s2	O	Publisher Name Placeholder	s2Macro
5	s3	O	Referrer	s3Macro
6	s4	O	Bundle Id Placeholder	s4Macro
7	s5	O	Bundle Name Placeholder	s5Macro
8	s6	O	s6	Custom Macro
9	s7	O	Sub Publisher	s7Macro

10	s8	O	Store Url Placeholder	s8Macro
11	s9	O	s9	Custom Macro
12	s10	O	s10	Custom Macro
13	s11	O	s11	Custom Macro
14	s12	O	s12	Custom Macro
15	s13	O	s13	Custom Macro
16	s14	O	Impression Id Placeholder	s14Macro
17	s15	O	Other CTV OS	s15Macro
18	s16	O	Device Model	s16Macro
19	s17	O	SSPID	s17Macro
20	s18	O	SSP Name Placeholder	s18Macro
21	s19	O	DSP	s19Macro
22	s20	O	s20	Custom Macro

Additional Macros

Cleartrust provides support for 20 Macros. Since s1 to s8 and s14 to s19 have been defined above, you can still send in more values from s9 to s13 and s20 macros. These values can be leveraged for reporting purposes.