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ClearSense Measurement

Monitoring for TQI

V2.9

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Introduction

ClearTrust introduces a cutting-edge fraud detection platform designed to assist AdOps teams in identifying and combating Ad Fraud / Invalid Traffic instantly, while also providing insights into the risks within their traffic. It encourages a proactive approach within the digital advertising landscape by advocating for the use of ClearTrust's secure solutions.

The Lander Page Measurement solution by ClearTrust is deployed through a JavaScript pixel technology, dubbed the ClearTrust SafePixel. This tool enables transparent, real-time monitoring and risk classification of web traffic. It empowers you to analyze your traffic according to your preferences and implement optimization strategies effectively.

Purpose

This document is designed to facilitate your team's effortless integration of this solution into your websites/apps, enabling you to begin measuring traffic risks in real-time. Utilizing Cleartrust's extensive fraud detection filters, this solution categorizes traffic into high, medium, and low-risk levels.

Following the measurement and classification of traffic, insights and reports are accessible through a real-time dashboard and, if required, a reporting API endpoint.

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Integration

You can activate measurement by incorporating the specified one-line JavaScript tag. This code is compatible both with and without GTM (Google Tag Manager) and can be included within an existing JavaScript file if desired. This approach keeps your code organized and avoids the need for multiple script tags, making the setup process easy.

There are two ways measurement can be enabled

- Direct deployment with the website
- GTM / Tag Manager Integration

Direct Deployment

The following tag can be pasted before the end of <head> tag

```
<script id='_ctbase'
src="https://admd.ink/js/sps.min.js?ak=AUTHKEY&tc=TINYCODE&dg=0
&ci=1&gv=1&s1=S1MACRO&s2=S2MACRO&s3=S3MACRO&s4=S4MACRO&s5=S5MACRO&s6
=
S6MACRO&s7=S7MACRO&s8=S8MACRO&s9=S9MACRO&s10=S10MACRO&s11=S11MACRO&s
1
2=S12MACRO&s13=S13MACRO&s14=S14MACRO&s15=S15MACRO&s16=S16MACRO&s17=S
1
7MACRO&s18=S18MACRO&s19=S19MACRO&s20=S20MACRO"/></script>
```

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	**Auth Key**	Provided by Cleartrust
2	tc	M	**Tinycode**	Provided by Cleartrust
3	s1	O	Publisher ID Placeholder	S1MACRO
4	s2	O	Sub Publisher Placeholder	S2MACRO
5	s3	O	Referer Domain Placeholder(Web)	S3MACRO
6	s4	O	App Bundle Placeholder	S4MACRO
7	s5	O	App Version Placeholder	S5MACRO

8	s6	O	User Agent Placeholder	S6MACRO
9	s7	O	Advertiser ID Placeholder	S7MACRO
10	s8	O	XFF Placeholder	S8MACRO
11	s9	O	Placeholder	S9MACRO
12	s10	O	Placeholder	S10MACRO

Additional Macros

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

Support for UTM

ClearTrust supports utms by default. As an example. If there is traffic landing from different utms, it will automatically get classified and reported. UTM source, UTM Medium, UTM campaign are supported.

Encoding Requirements

All the parameters having URL/ HTML characters would need to be URL encoded.

As an example, `urlencode("http://cleartrust.cc/")`

Macro Precedence

The macros can be present in any order. There is no specific order necessary.

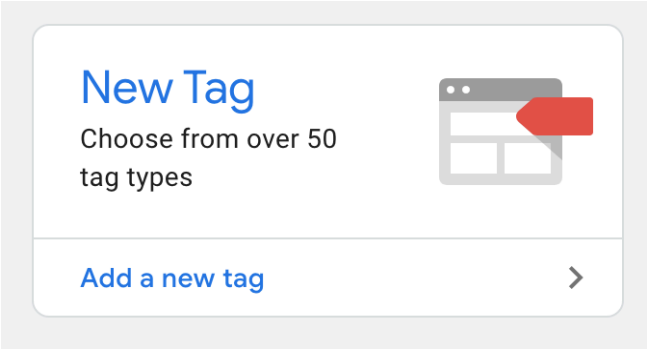
Sharing of Javascript Tag

The tag should be **shared over email** or **directly copied via this document**. Sharing over social media, such as skype etc, encodes some characters and the tag would give errors.

Deployment via GTM

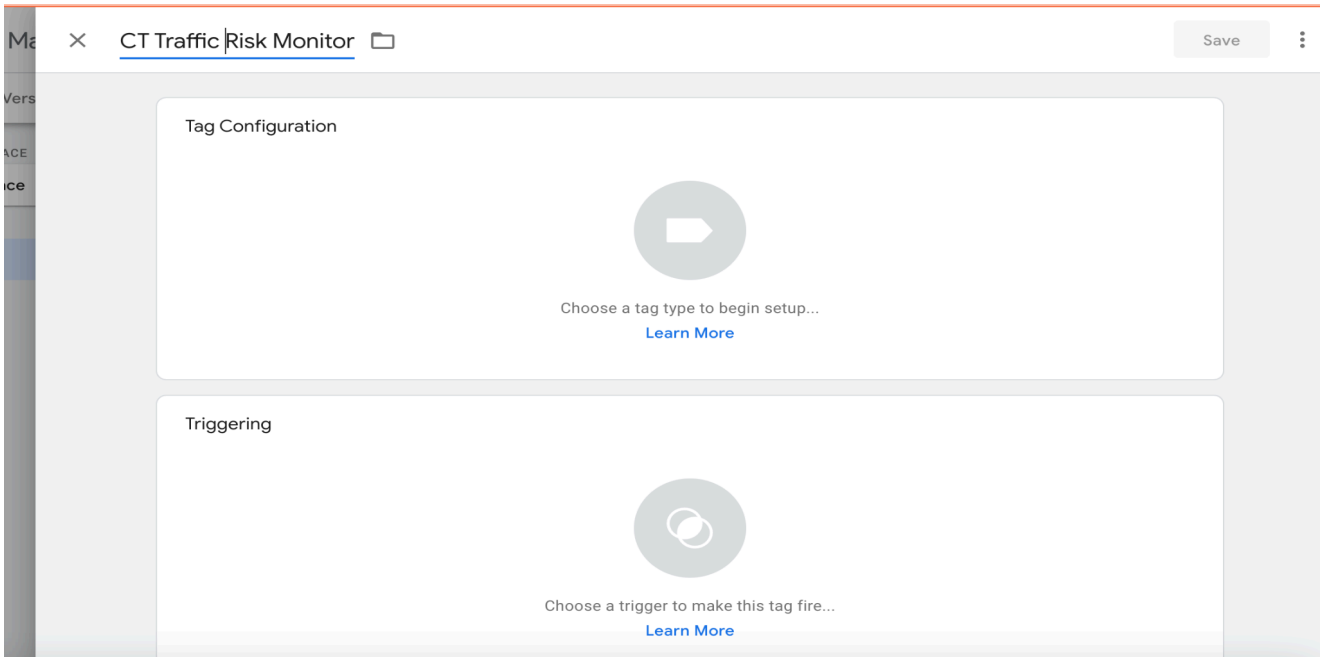
Step 1 Add a new Tag

Click on “Add a new Tag” in your GTM workspace



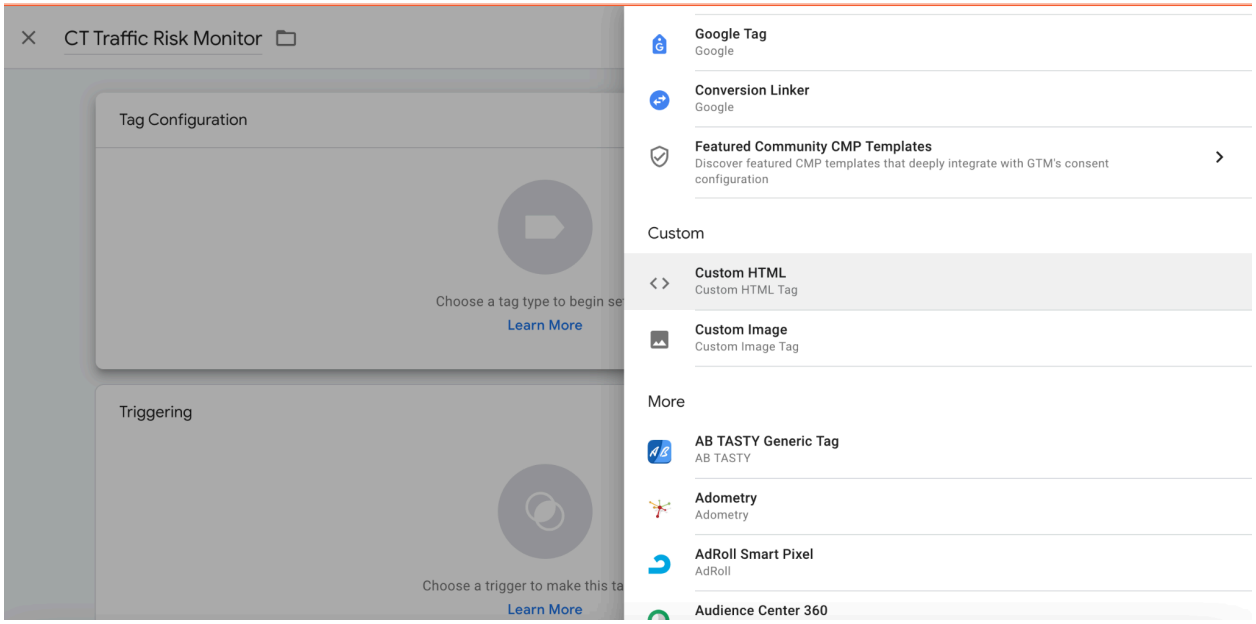
Step 2 Add Title

Give a Title to the Tag as **CT Postbid Measurement / CT Risk Monitor**



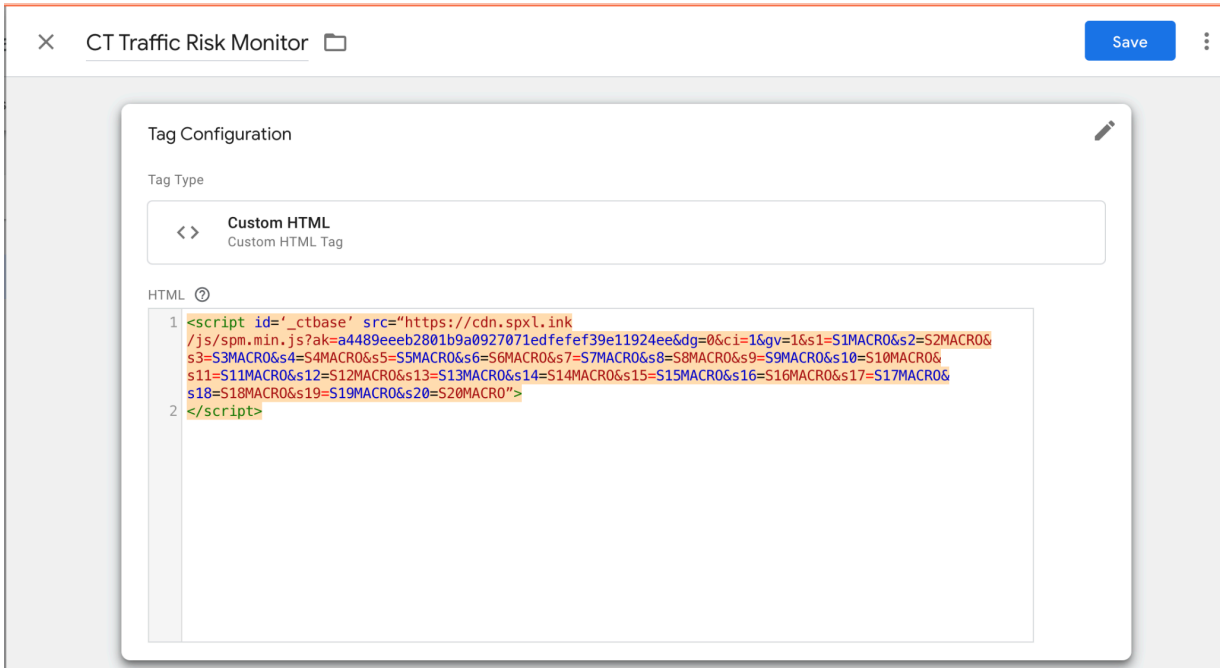
Step 3 Add Custom HTML

Click on the pencil icon on Tag configuration and choose Custom HTML



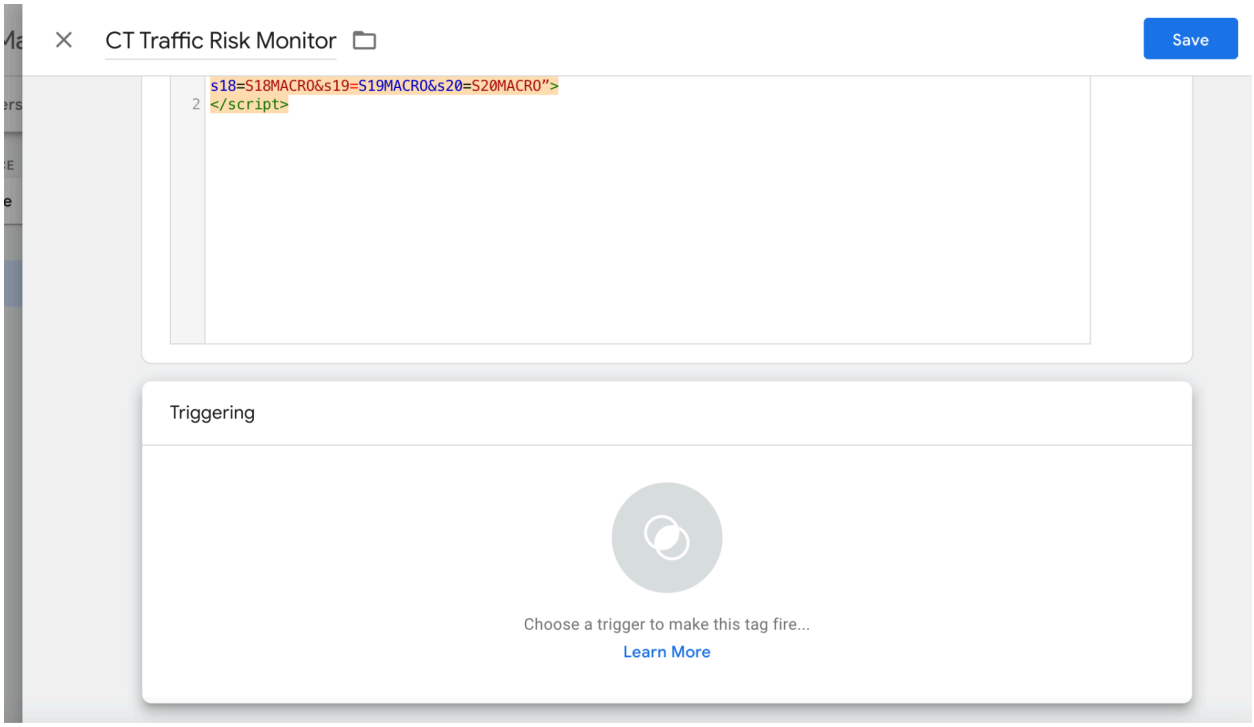
Step 4 Copy ClearTrust SafePixel

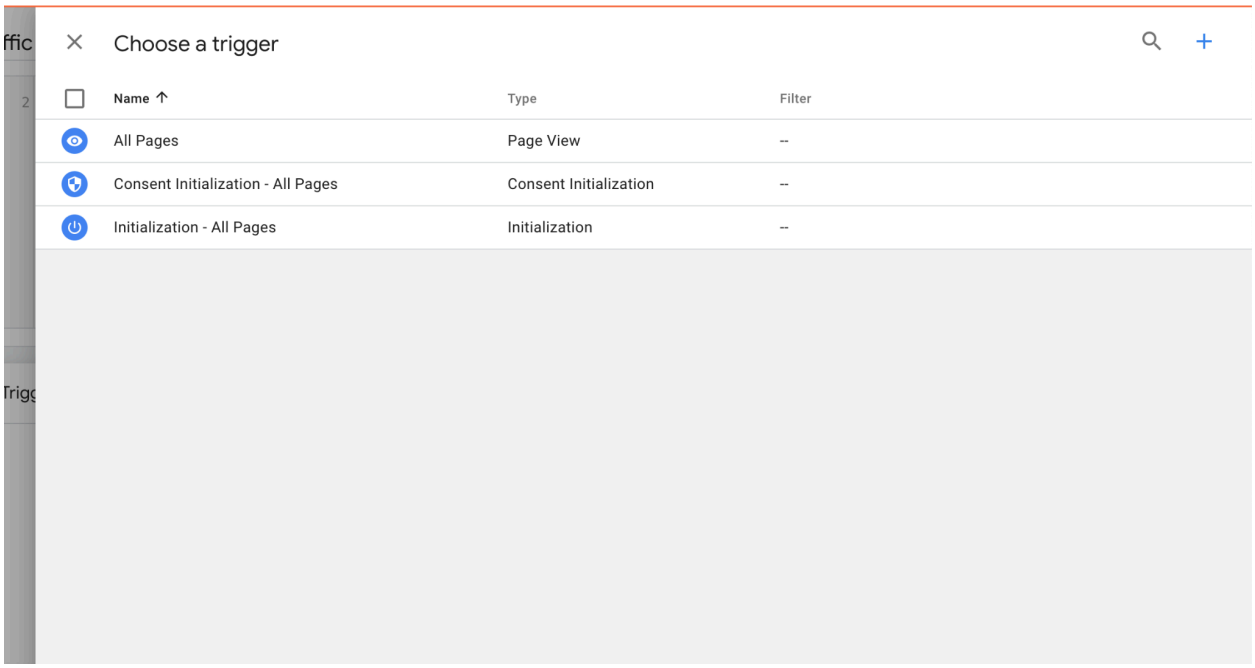
Copy the Tag provided to you in the box titled HTML



Step 5 Add a Trigger

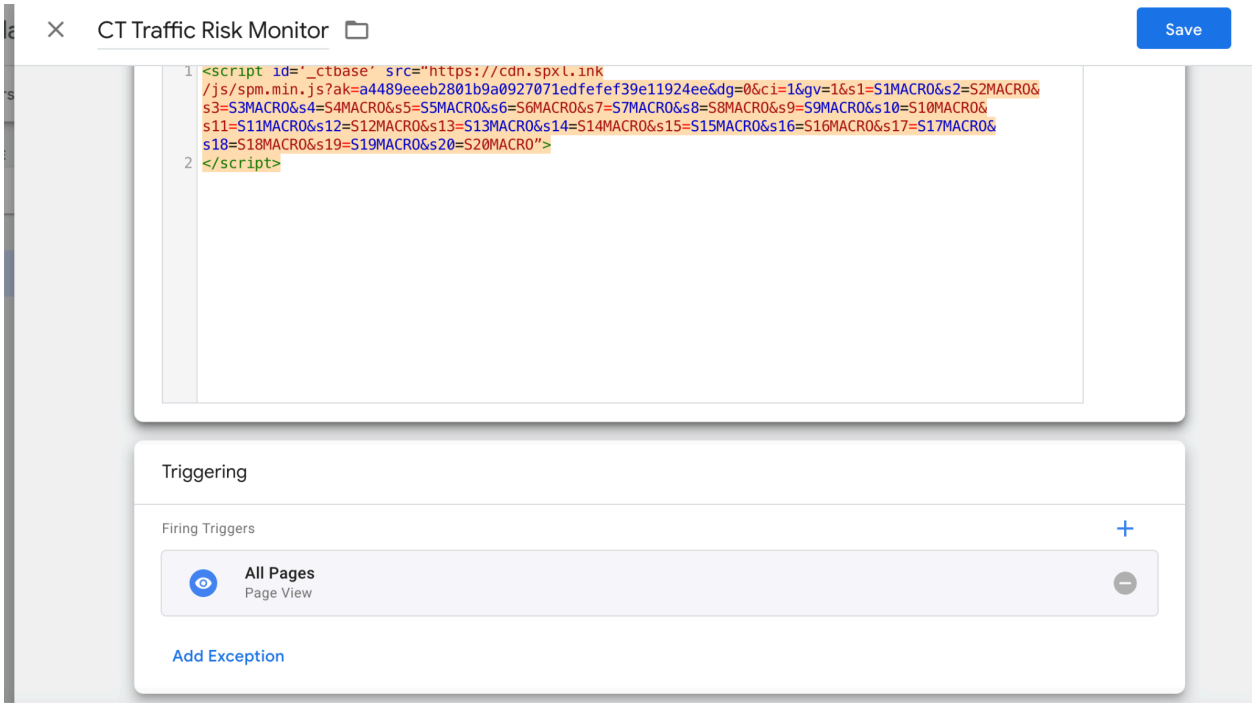
Scroll down to the Triggering section & click. It will open up a dialog box





Step 6 Choose Trigger

Choose the trigger as “All Pages”

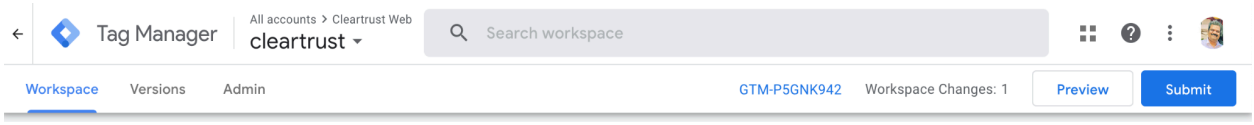


Step 7 Save the ClearTrust SafePixel

Go ahead and save it using the SAVE button from the right top

Step 8 Publish the Tag

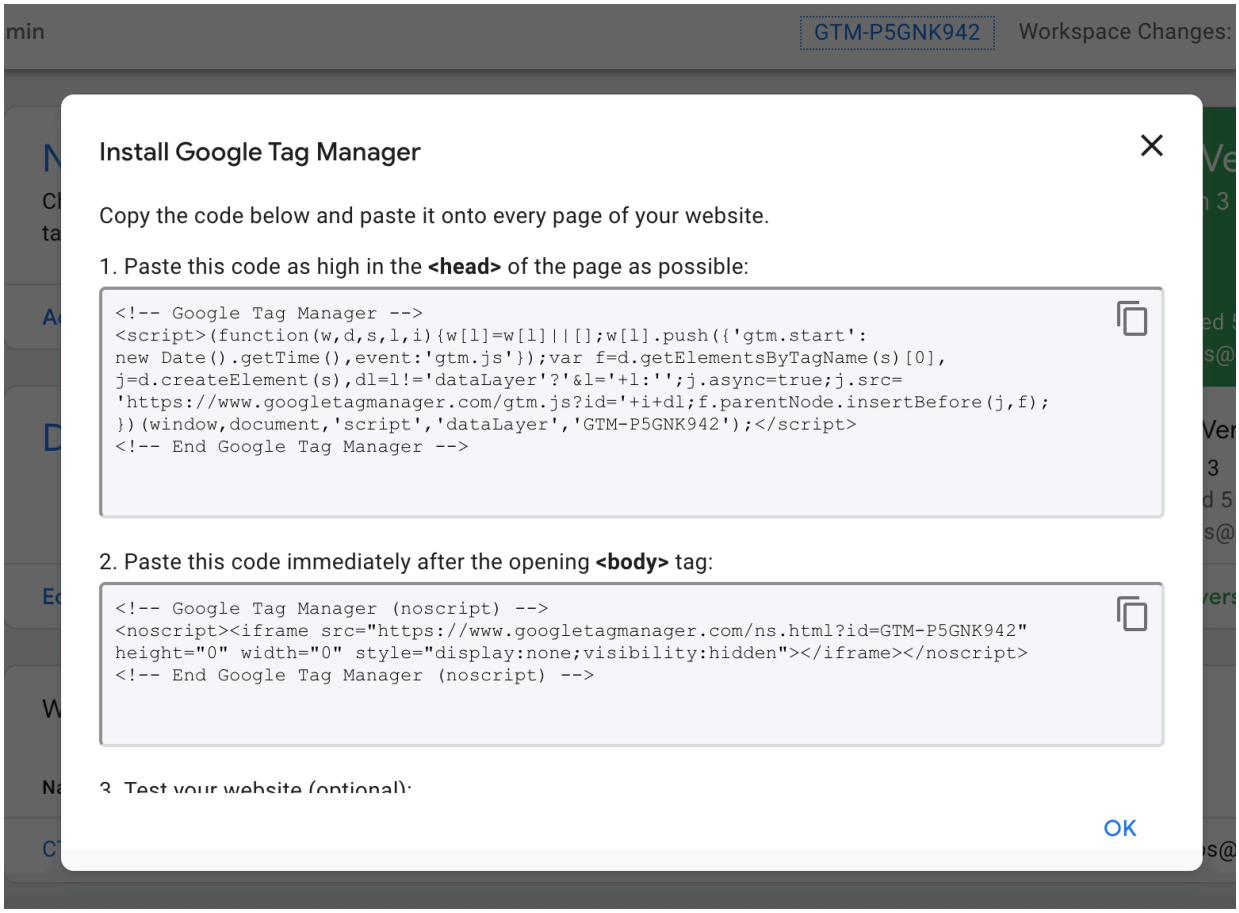
Publish the changes using the Submit button from the GTM dashboard



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Step 9 Copy GTM Tag

Click and Copy the GTM Tag (GTM-xxxxxxxxx)



Paste this tag as per the instructions provided.

In case you already have the tag pasted, just publishing the ClearTrust Tag to this GTM Tag will complete the deployment.