

ONE SHEET: HOW TO RECOGNIZE

MACROS in ADZWIZZ AUDIO TAGS

After the audio migration, our audio ads will have different macros in place (i.e. for the cachebuster). Here's a list of macros you might see in your audio tags, especially on Artsai tags.

Theorem: Please do not edit tags so that these macros are in place. This one sheet is simply informational, to clear up recent confusion.

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You may see some of these new macros in your audio and audio companion banner tags:

1. maid: {listenerid}
2. cachebuster: {cb}
3. cachebuster:
%%CACHEBUSTER%% (AdsWizz will automatically convert this macro to {cb} for our audio products)
4. order id ("oid"): {orderid}
5. campaign id ("aid"): {campaignid}
6. banner id ("cid"): {bannerid}
7. zip: %%PATTERN:zip%%
8. age: %%PATTERN:ag%%
9. am_geo: %%PATTERN:dma%%
10. gender: %%PATTERN:gnd%%
11. listener_id: %%PATTERN:l%%

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Display and Video trackers will continue to carry the same macros, including %%CACHEBUSTER%% and ADVERTISING_IDENTIFIER_PLAIN (with the %% and the ##).

3. EXAMPLE TAG

https://data.adxcel-ec2.com/pixel/?ad_log=ua-20200716-411401&tag=imp1&msg=uid={cb}|rev=1|pnd_ctrk={campaignid}!{bannerid}!adxcel!{orderid}!Slumberland|utmtr=|age=%%PATTERN:ag%%|ugndr=%%PATTERN:gnd%%|udma=%%PATTERN:dma%%|zip=%%PATTERN:zip%%&pixid=ea8a4b63-e7fb-4300-862d-3c2dac403c02&consumer_id={listenerid}