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| **Parameter** | **Examples** | **Description** |
| action\_target | listing\_profile | The type of the object you are displaying. See below. (Required) |
| listing\_id | From Admin in Step 1 | The unique Citysearch identifier of the business or event associated with this impression. (Required) |
| reference\_id | From Profile API response | The tracking identifier for the business that you obtained from either a feed or a previous webservice call. (Required) |
| publisher | 0905768917 | The publisher code that identifies you so that you get credit. (Required) |
| placement | posting | An optional property for storing additional information you would like Citysearch to log for this view. For ex ample, if you run a search engine marketing campaign for Google and Yahoo!, you can set the placement property to "sem\_google" or "sem\_yahoo". Alternatively, if you publish Citysearch listings in different locations in your own site, you can set the placement property to values such as "home\_page" or "search" (all up to you). Citysearch will organize reports for you by placement. (Optional) |