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Ad Labelling in Russian Campaigns

According to the new law, all online advertising displayed in Russia must be labelled following specific guidelines. This law affects all parties involved in the ad including advertisers, advertising systems, publishers, agencies and more.

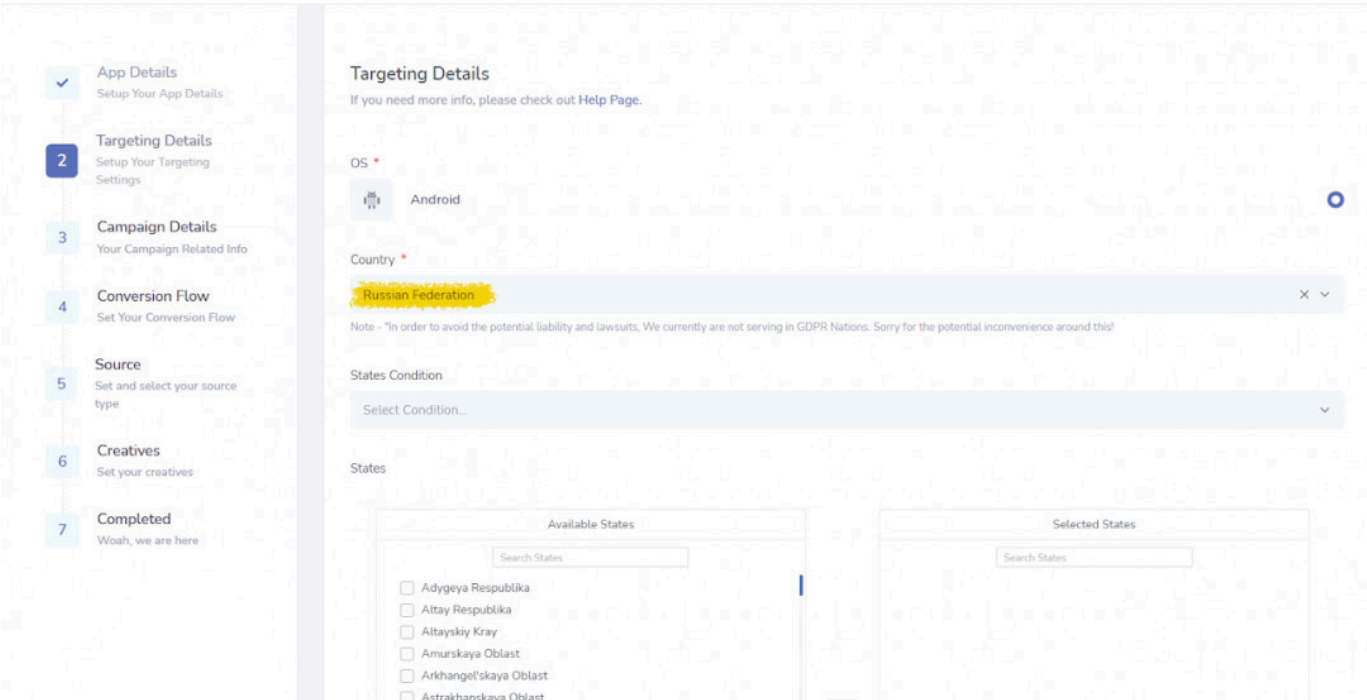
Ad labelling consists of four main actions:

- Submitting information about the end customer before placing an ad
- Acquiring a token (a unique identifier for the ad assigned by the advertising data operator for each creative)
- Adding an “Ad” label to all creatives
- Submitting all remaining information about the ad and related participants as dictated by the new law.

The Russian Federal Service for Supervision of Communications, Information Technology, and Mass Media (Roskomnadzor) has created a new tracking platform - **Unified Register of Online Advertising**. Advertising data operators will submit information from all these parties to the Unified Register of Online Advertising .

Data submitted to the Unified Register of Online Advertising includes information on advertising creatives, contracts, invoices, and parties involved in the ad.

On **Xerxes platform**, advertiser / agency when setting up campaign for Russian GEO and want to do ad labelling needs to keep in mind following measures:



To generate **erid token**, data on the end advertiser needs to be submitted including Customer TIN , Executor TIN and OKVEDS code before the final submission of the campaign.

Post submission the campaign details will be reviewed by our team, you will be notified via email about the status update. It may take up to 6 hours for review and update.

Important Note!

Please note, the system will try to optimize based on KPI, but will charge as per the event postbacks received.

✓

Russia Ad Labelling

Fill up the following details to generate erid token. This erid token will be append in CTA and VTA links as "&erid={token}"

YES

Customer TIN *

Advertiser TIN

Executor TIN *

Agency TIN

OKVEDS code *

OKVED Code Eg. 12.34

Generate Token →

← Back

Submit →

This erid token will automatically append in CTA and VTA links as “&erid={token}”

Click URL *

https://app.appsflyer.com/com.facebook.katana?
pid=xapads_int&af_prt=xx_agency&clickid=xx_clickid&af_siteid=xx_siteid&af_click_lookback=xx_lookback&af_channel=xx_channel&advertising_id=xx_advertising_id&erid={token}

Example: https://app.appsflyer.com/xx_bundleid?pid=xapads_int&af_prt=xx_agency&clickid=xx_clickid&af_siteid=xx_siteid&af_click_lookback=xx_lookback&af_channel=xx_channel&advertising_id=xx_advertising_id&idfa=xx_idfa

Note: The value for erid parameter will be generated on the last step of campaign step.

Mandatory Macros

pid

xx_clickid

xx_siteid

xx_lookback

xx_agency

xx_channel

xx_advertising_id

PID

Click ID

Site ID

Lookback Window

Agency ID

Channel ID

Google Advertising ID

Optional Macros

xx_adset

xx_cost_value

xx_cost_currency

xx_c_id

xx_dp

Creative Name

Cost

Currency

Campaign ID

DeepLink

Impression URL

https://impression.appsflyer.com/com.facebook.katana?
pid=xapads_int&af_prt=xx_agency&clickid=xx_clickid&af_siteid=xx_siteid&af_channel=xx_channel&advertising_id=xx_advertising_id&erid={token}

Example: https://impression.appsflyer.com/xx_bundleid?pid=xapads_int&af_prt=xx_agency&clickid=xx_clickid&af_siteid=xx_siteid&af_channel=xx_channel&advertising_id=xx_advertising_id&idfa=xx_idfa

Note: The value for erid parameter will be generated on the last step of campaign step.

Mandatory Macros

Optional Macros

In case, advertiser wishes to run online ads targeting Russia without ad labelling feature , they can do so by turning the toggle off and no erid token will be generated or appended in further links .

Post submission the campaign details will be reviewed by our team, you will be notified via email about the status update. It may take up to 6 hours for review and update.

Important Note!

Please note, the system will try to optimize based on KPI, but will charge as per the event postbacks received.

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Russia Ad Labelling

NO

In addition to adhering to legal and industry standards, effective ad labelling can also help to improve the performance of your campaign. By providing clear and transparent information to users, you can help to build trust and credibility, which can lead to higher engagement and conversion rates.

For any further queries and doubt, feel free to contact us: support@xapads.com

Was this article helpful?

✓ Yes

✗ No

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