

Welcome to Tagging with KPM Managed Offsite!

The following guide should help us facilitate your tagging needs with your campaign manager. Please reference the below cheat sheet to find the specific tagging you’re looking for.

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OFFSITE TAGGING GUIDELINES

Tagging Tips

General

KPM will send you bannerized URLs. These will help you build out tags once structure is aligned on.

Ideal Structure

KPM recommends that our clients build out one placement per Kroger Banner and track all campaign activity under those placements. This ensures our click event limit is adhered to and that each banner clicks through to the appropriate landing page. From there, KPM can provide additional data around ad size, creative version, and audience performance.

Tag Tampering

Send tag sheet as is. Don't edit, delete, or copy tags. Download these tags directly from your tagging partner and send them to us in that format.

Verification Access

Before launch, KPM needs access to your IAS Media Partner Notification or DoubleVerify Blueprint to ensure compliance with your brand's suitability guidelines. Please also grant platform access or set up automated reporting for ongoing monitoring.



ACCEPTED

Ad Server Events

- < 200 Impression | < 50 Click

Verification

- Monitoring or blocking

Other Events

- Like Nielsen DAR



NOT ACCEPTED

3rd Party

- Ad serving or creative tags

DMP





























- Tags or pixels


Onsite Products


- PLA, TOA, Email, Push, etc.

Offsite Ad Server Partners

For the following ad server workflows, KPM can accommodate a combination of tag granularities, and the maximum accepted click events are dependent on channel. Please refer to channel-specific slides for those caps. Note that we do not accept 3rd party creative or ad serving tags.

	Display	OLV	Pinterest	Meta	Snapchat	ATV	Pandora
GOOGLE CM360				 *Click Tracker Only			
FLASHTALKING				 *Click Tracker Only			
INNOVID				 *Impression Only			
EXTREME REACH							




 Accepted


 Not Accepted


* Indicates Nuance to Note

Offsite Verification Partners

Please ensure tags stay under 200 impression event tags, including measurement and ad server impression pixels. KPM values your brand's suitability parameters. To ensure our media is following your specific guidelines, we need access to your IAS Media Partner Notification or DoubleVerify Blueprint to confirm we are mirroring your preference within our platforms. To optimize, we will need platform reporting access or automated reporting.

	Display	OLV	Pinterest	Meta	Snapchat	ATV	Pandora
DOUBLEVERIFY		 <small>*No JavaScript</small>	 <small>*Tag-less Integration</small>	 <small>*Tag-less Integration</small>	 <small>*Tag-less Integration</small>	Work directly with your Roku buying rep for accepted tagging partners and guidelines.	
IAS		 <small>*No JavaScript</small>					








 Accepted

 Not Accepted

* Indicates Nuance to Note

Offsite Measurement Partners

Please ensure tags stay under 200 impression event tags, including verification ad server impression pixels. Currently KPM does not accept tags from third parties other than those specific tags listed below. Other than DAR, KPM does not accept any Nielsen tags.

	Display	OLV	Pinterest	Meta	Snapchat	ATV	Pandora
NIELSEN DAR		 *No JavaScript					



Accepted

* Indicates Nuance to Note



Not Accepted



DISPLAY

Quick Tips

Click Events: Limit 50, and 11 of those 50 must be by banner as each location has a different URL.

Multi-Supplier Campaigns: Impression 1x1s only; we are unable to apply multiple click trackers to a single placement.

Brand Suitability: Please provide DV Blueprints or IAS Partner Notifications, as well as block lists, allow lists, or negative keyword lists with application when providing verification tags to your KPM Campaign Operations team.

DoubleVerify Access: Advertisers can avoid verification fees by utilizing KPM's DoubleVerify reporting upon request, in lieu of providing client's own verification tags.



AD SERVER

ACCEPTED:

CM360, FLASHTALKING, INNOVID, EXTREME REACH

- KPM will send advertiser bannerized click-through URLs.
- Advertiser to build tags and provide accepted ad server impression pixels and click tags. (Flashtalking & Extreme Reach tags should use KPM as the site/publisher.)
- Advertiser sends tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser to grant access to campaign dashboard or set up reoccurring automated reporting to OffsiteMAT_DL@8451.com
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



MEASUREMENT

ACCEPTED:

NIELSEN DAR

- Advertiser to send tags to KPM.
- KPM to QA tags and append to campaigns.
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



VERIFICATION MONITORING

ACCEPTED:

DOUBLEVERIFY, IAS

- Advertiser to build accepted monitoring tags.
- Advertiser sends tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser to grant access to campaign dashboard or set up reoccurring automated reporting to OffsiteMAT_DL@8451.com. (Note: DoubleVerify Blueprint or IAS Partner Notification, as well as any inclusion or exclusion lists, should be provided for us to mirror campaign framework.)
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



VERIFICATION BLOCKING

ACCEPTED:

IAS, DOUBLEVERIFY

- KPM will send advertiser bannerized click-through URLs.
- Advertiser to send any accepted ad server or measurement impression events.
- KPM will traffic campaign and download ad serving tags to send to advertiser.
- Advertiser to wrap KPM ad serving tags for blocking with accepted verification partner.
- Advertiser to send wrapped tags back to KPM to implement at least 6 business days from launch.
- Advertiser to notify KPM if data isn't flowing after 72 hours and set KPM up with reporting for pacing.



ONLINE VIDEO

Quick Tips

Click Events: Limit 50, and 11 of those 50 must be by banner as each location has a different URL.

Multi-Supplier Campaigns: Impression 1x1s only; we are unable to apply multiple click trackers to a single placement.

Brand Suitability: Please provide DV Blueprints or IAS Partner Notifications, as well as block lists, allow lists, or negative keyword lists with application when providing verification tags.

Viewability: It is standard for IAS and DV monitoring tags to not track viewability on CTV. Please work directly with your verification partner for details. KPM can provide viewability reporting through our partnership DoubleVerify upon request.

Tag Type: 1x1 trackers are broadly preferred where possible to preserve scale. JavaScript and iFrame tags are often not parsed properly in app environments, so prebids are largely incompatible.

DoubleVerify Access: Advertisers can avoid verification fees if utilizing KPM DoubleVerify reporting.



AD SERVER

ACCEPTED:
CM360, FLASHTALKING, INNOVID, EXTREME REACH

- KPM will send advertiser bannerized click-through URLs.
- Advertiser to build tags and provide accepted ad server impression pixels and click tags. (Flashtalking & Extreme Reach tags should use KPM as the site/publisher.)
- Advertiser sends tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser to grant access to campaign dashboard or set up reoccurring automated reporting to OffsiteMAT_DL@8451.com
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



MEASUREMENT

ACCEPTED:
NIELSEN DAR

- Advertiser to send tags to KPM.
- KPM to QA tags and append to campaigns.
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



VERIFICATION MONITORING

ACCEPTED:
DOUBLEVERIFY, IAS

- Advertiser to build accepted monitoring tags.
- Advertiser sends tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser to grant access to campaign dashboard or set up reoccurring automated reporting to OffsiteMAT_DL@8451.com. (Note: DoubleVerify Blueprint or IAS Partner Notification, as well as any inclusion or exclusion lists, should be provided for us to mirror campaign framework.)
- Advertiser notifies KPM if data isn't flowing after 72 hrs.

Note: Please ensure IAS tags are created using a video tracking solution.



VERIFICATION BLOCKING

ACCEPTED:
IAS, DOUBLEVERIFY

- KPM will send advertiser bannerized click-through URLs.
- Advertiser to send any accepted ad server or measurement impression events.
- KPM will traffic campaign and download ad serving tags to send to advertiser.
- Advertiser to wrap KPM ad serving tags for blocking with accepted verification partner.
- Advertiser to send wrapped tags back to KPM to implement at least 6 business days from launch.
- Advertiser to notify KPM if data isn't flowing after 72 hours.



M E T A

Quick Tips

Click Trackers Only: Meta currently does not allow for impression trackers to be provided on custom audiences. Please limit to 1 per banner & audience.

KPM Campaign Structure: If you'd like to align your click trackers to campaign structure, we break out ad sets out by banner location and audience.

Multi-Supplier: Tags are not accepted for multi-supplier campaigns due to limitations with implementation technology. Please reach out to KPM for more info.

1 Tag Per Unit: Only to provide 1 type of tag per ad. For example, one single campaign Facebook cannot accommodate both DCM and Flashtalking.

Client Tag-Less Integrations: We are not able to provide campaign IDs based on our account setup to be tracked in client's DV instance.



AD SERVER

ACCEPTED:
CM360, FLASHTALKING, INNOVID

- KPM will send advertiser bannerized click-through URLs.
- Advertiser will build their tags within approved ad server partners. Recommended to send 1 click tracker per Kroger banner. (Flashtalking tags should use KPM as the site/publisher.)
- Advertiser will send ad server tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



MEASUREMENT

ACCEPTED:
NIELSEN DAR

- Advertiser to send tags to KPM 10 days prior to activation
- KPM to QA tags and append to campaigns.
- Advertiser notifies KPM if data isn't flowing after 72 hrs. .



VERIFICATION MONITORING

ACCEPTED:
DOUBLEVERIFY

- Advertiser will provide contact information to KPM to access DV auto-reports for their campaign.

Note: This is a tag-less integration.



P I N T E R E S T

Quick Tips

KPM Campaign Structure: If you'd like to align your click trackers to campaign structure, we break out ad sets out by banner location and audience.

Multi-Supplier: Tags are not accepted for multi-supplier campaigns due to limitations with implementation technology. Please reach out to KPM for more info.



AD SERVER

ACCEPTED:
CM360, FLASHTALKING

- KPM will send advertiser bannerized click-through URLs.
- Advertiser will build their tags within approved ad server partners. Recommended to send 1 click tracker per Kroger banner. (Flashtalking tags should use KPM as the site/publisher.)
- Advertiser will send ad server tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser notifies KPM if data isn't flowing after 72 hrs.

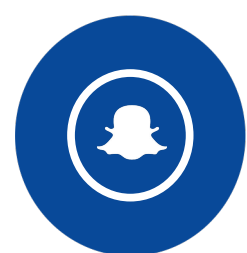


VERIFICATION MONITORING

ACCEPTED:
DOUBLEVERIFY

- Advertiser will provide contact information to KPM to access DV auto-reports for their campaign.

Note: This is a tag-less integration.



SNAPCHAT

Quick Tips

KPM Campaign Structure: If you'd like to align your click trackers to campaign structure, we break out ad sets out by banner location and audience.

Multi-Supplier: Tags are not accepted for multi-supplier campaigns due to limitations with implementation technology. Please reach out to KPM for more info.



AD SERVER

ACCEPTED:
CM360, FLASHTALKING

- KPM will send advertiser bannerized click-through URLs.
- Advertiser will build their tags within approved ad server partners. Recommended to send 1 click tracker per Kroger banner. (Flashtalking tags should use KPM as the site/publisher.)
- Advertiser will send ad server tags to KPM.
- KPM QAs, appends tags, and launches campaign.
- Advertiser notifies KPM if data isn't flowing after 72 hrs.



MEASUREMENT

ACCEPTED:
NIELSEN DAR

- Please reach out to your KPM contact to confirm available offerings.



VERIFICATION MONITORING

ACCEPTED:
DOUBLEVERIFY

- Advertiser will provide contact information to KPM to access DV auto-reports for their campaign.

Note: This is a tag-less integration.



ADVANCED TV

Quick Tips

KPM Doesn't Build Within Roku. The advertiser can work directly with Roku on tags and specs. KPM does have some data privacy restrictions forbidding the use of certain ad serving tags or tagging partners.

Flashtalking Site Declaration: Roku + KPM is already loaded into Flashtalking as a selectable site so no custom adds are needed.

Click Events: Limit 50, and 11 of those 50 must be by banner as each location has a different URL.



AD SERVER

ACCEPTED:
CM360, FLASHTALKING

- KPM will send advertiser bannerized click-through URLs.
- Advertiser to build tags and provide accepted ad server impression pixels and click tags. (Flashtalking & Extreme Reach tags should use KPM as the site/publisher. Ensure that your brief uses "Roku + KPM" and not one or the other.)
- Advertiser sends KPM tags
- Roku will QA and implement tags
- Advertiser notifies KPM if data isn't flowing after 72 hrs and will work with Roku to troubleshoot.



MEASUREMENT

ACCEPTED:
NIELSEN DAR

- Please reach out to your KPM contact to confirm available offerings.



VERIFICATION MONITORING

ACCEPTED:
DOUBLEVERIFY, IAS

- Because KPM doesn't manage the build directly, please work with the provided KPM rep upon kickoff to understand verification restrictions and specs.



DIRECT CONNECT

Quick Tips

Accepted Tags: With self-service, KPM only has restrictions on DMP tags and allowed ad server tags. Otherwise, KPM does not need to review tags.

DMP: KPM does not allow the use of any DMP tags / pixels.

Audit: KPM reserves the right to audit if we have evidence that unapproved ad servers or DMP tags are being used on KPM media without approval.



AD SERVER

ACCEPTED:

CM360, FLASHTALKING, INNOVID, EXTREME REACH

- Implementation is up to individual trafficking and buying team within accepted ad server list.



MEASUREMENT

NOT ACCEPTED:

SITE PIXELS ON KROGER DOMAINS OR DMP TAGS

- Otherwise, KPM does not need to review tags.