

Setting up pixel-tracking for pre-roll video and companion units

What are pre-roll and companion units?

Pre-roll refers to video advertisements that run prior to video content. Video companion units are ads that run concurrently or adjacent to pre-roll video.

Examples available in Centro's Campaign Showcase:

<http://centro.net/media-services/showcase/sort/pre-roll>

Tracking and Adding Pixel URLs to Video XML feed

As with most third party-served campaigns, Centro may provide tracking URLs – both impression and click – along with standard video assets. Tracking URLs insure that every video view is counted on the third party ad server for the advertiser. In addition to helping monitor performance, these are usually used for billing purposes.

Most Flash-based video players use a playlist model to call their video ads and content. An XML schema is delivered from your ad server to your video player. This schema controls what will load and when. The tracking pixels provided by your Centro campaign manager will need to be inserted into your XML to insure tracking.

You may need to check with your video vendor to verify where tracking pixels should be placed within your video player.

Testing with your CM

Once the pixels are setup in your player, contact your Centro campaign manager and provide a link to where the video ad is serving. They will be able to verify tracking in the third party ad server.