

|     | ExoClick               | LeadBolt          | Bing Ads       | ZeroPark     |                    |              |                |             |
|-----|------------------------|-------------------|----------------|--------------|--------------------|--------------|----------------|-------------|
| c1  | {variation_id}         | Ad Variation      | [TRACK_ID]     | Track ID     | {MatchType}        | MatchType    | {TARGET}       | target      |
| c2  | {src_hostname}         | Pub Domain        | [CAMP_ID]      | Camp ID      | {BidMatchType}     | BidMatchType | {KEYWORD}      | keyword     |
| c3  | {site_id}              | Pub Site ID       | [CAT_ID]       | Category ID  | {QueryString}      | queryString  | {MATCH}        | match       |
| c4  | {zone_id}              | Ad Zone ID        | [SITE_ID]      | Site ID      | {AdId}             | AdID         | {VISITOR_TYPE} | visitorType |
| c5  | {category_id}          | Pub Category      | [AD_GROUP_ID]  | Ad Group ID  | {AdGroupId}        | AdGroup      | {TRAFFIC_TYPE} | trafficType |
| c6  | {conversions_tracking} | ExoClick Tracking | [PLATFORM]     | Platform     | {Device}           | Device       |                |             |
| c7  | {time}                 | Cache Buster      | [AD_ID]        | Ad ID        | {IfSearch:string}  | IfSearch     |                |             |
| c8  | {src_hostname}         | Host ID           | [DEVICE_AD_ID] | Device Ad ID | {IfContent:string} | IfContent    |                |             |
| c9  |                        |                   |                |              | {ifMobile:string}  | IfMobile     |                |             |
| c10 |                        |                   |                |              | {Keyword}          | Keyword      |                |             |

|     | SiteScout    | 50 on Red (Pop) | PopCash       | Google Adwords |                   |                  |               |             |
|-----|--------------|-----------------|---------------|----------------|-------------------|------------------|---------------|-------------|
| c1  | {siteid}     | Site ID         | {target}      | target         | %siteid%          | Site ID          | {network}     | network     |
| c2  | {adid}       | Ad ID           | {domain}      | domain         | %category%        | Category         | {device}      | device      |
| c3  | {campaignid} | Campaign ID     | {domain_id}   | domain_id      | %cc%              | Country Code     | {devicemodel} | devicemodel |
| c4  | {networkid}  | Network ID      | {campaign_id} | campaign_id    | %operatingsystem% | Operating System | {creative}    | creative    |
| c5  | {domain}     | Domain          | {country}     | country        |                   |                  | {placement}   | placement   |
| c6  | {pageURL}    | Page URL        |               |                |                   |                  | {target}      | target      |
| c7  | {carrier}    | Carrier         |               |                |                   |                  | {adid}        | adid        |
| c8  | {device}     | Device          |               |                |                   |                  | {keyword}     | keyword     |
| c9  | {appid}      | App ID          |               |                |                   |                  |               |             |
| c10 | {appType}    | App Type        |               |                |                   |                  |               |             |

|     | AdSupply      | Propeller Ads     | Pop Ads      | Advertise.com     |                |               |                   |                         |
|-----|---------------|-------------------|--------------|-------------------|----------------|---------------|-------------------|-------------------------|
| c1  | {siteid}      | Site ID           | {zoneid}     | Zone ID           | [BID]          | bid           | <<ADVPBTOKEN>>    | postback                |
| c2  | {placementid} | Placement ID      | {campaignid} | Campaign ID       | [WEBSITEID]    | websiteid     | <<TERMS_HTML>>    | actual keyword searched |
| c3  | {s2sparam}    | AdSupply Tracking | \$(SUBID)    | Propeller Tracker | [KEYWORD]      | keyword       | <<AFFSUB>>        | pubid                   |
| c4  |               |                   |              |                   | [CATEGORYID]   | categoryid    | <<TERMS_HTML_KW>> | bid keyword             |
| c5  |               |                   |              |                   | [COUNTRY]      | country       |                   |                         |
| c6  |               |                   |              |                   | [QUALITY]      | quality       |                   |                         |
| c7  |               |                   |              |                   | [CAMPAIGNNAME] | campaign name |                   |                         |
| c8  |               |                   |              |                   |                |               |                   |                         |
| c9  |               |                   |              |                   |                |               |                   |                         |
| c10 |               |                   |              |                   |                |               |                   |                         |

|     | Wiget Media     | Engage BDR     | StartApp     | Kimia         |                             |                    |         |        |
|-----|-----------------|----------------|--------------|---------------|-----------------------------|--------------------|---------|--------|
| c1  | {transactionid} | Transaction ID | %BNMLA_UUID% | Conversion ID | startapp_app_id             | app_id             | CLICKID | Pixel  |
| c2  | {cost}          | Cost           | {zid}        | Zone ID       | startapp_pub_id             | pub_id             | PUBID   | Pub ID |
| c3  | {pid}           | Placement ID   | %EBDR_SID%   | Site ID       | creative_id                 | creative_id        |         |        |
| c4  | {cache_buster}  | Cache Buster   |              |               | startapp_device_type        | device_type        |         |        |
| c5  |                 |                |              |               | startapp_connection_type    | connection_type    |         |        |
| c6  |                 |                |              |               | startapp_publisher_category | publisher_category |         |        |
| c7  |                 |                |              |               | startapp_device_model       | device_model       |         |        |
| c8  |                 |                |              |               | startapp_device_brand       | device_brand       |         |        |
| c9  |                 |                |              |               | banner                      | banner             |         |        |
| c10 |                 |                |              |               |                             |                    |         |        |

|     | AdCash    | Spiroox | Airpush | Pocket Math |              |         |               |  |
|-----|-----------|---------|---------|-------------|--------------|---------|---------------|--|
| c1  | [clickid] | Pixel   | CLICKID | Pixel       | %pubid%      | Pub ID  |               |  |
| c2  | [zone]    | Pub ID  | PUBID   | Pub ID      | %dapp%       | App ID  |               |  |
| c3  |           |         |         |             | %carrier%    | Carrier | \$(imp_id)    |  |
| c4  |           |         |         |             | %campaignid% | Camp ID | \$(ip_add)    |  |
| c5  |           |         |         |             | %creativeid% | Ad ID   | \$(source_id) |  |
| c6  |           |         |         |             | %guid%       | guid    | \$(click_url) |  |
| c7  |           |         |         |             | %idfa%       | idfa    | \$(page_url)  |  |
| c8  |           |         |         |             |              |         |               |  |
| c9  |           |         |         |             |              |         |               |  |
| c10 |           |         |         |             |              |         |               |  |

|     | Propel Media         | Juicy Ads      | Taggify       |              |               |
|-----|----------------------|----------------|---------------|--------------|---------------|
| c1  | {token}              | conversion id  | {dynamicPUB}  | publisher id | cid           |
| c2  | {keyword}            | keyword id     | {dynamicSITE} | site id      | [[cid]]       |
| c3  | {rootDomainReferrer} | root domain id |               |              | {pub_id}      |
| c4  |                      |                |               |              | {city}        |
| c5  |                      |                |               |              | {uubid}       |
| c6  |                      |                |               |              | {enc_domain}  |
| c7  |                      |                |               |              | {page_url}    |
| c8  |                      |                |               |              | {posid}       |
| c9  |                      |                |               |              | {cachebuster} |
| c10 |                      |                |               |              | {won_price}   |