Nielsen

Facebook Implementation Guide

IMPLEMENTATION OF NIELSEN TAGS

1. Make sure the Nielsen Tag is approved to implement for your account. This task falls on the client, research vendor and Facebook Team.

2. Go to Facebook Ads Manager, go to edit creative, scroll down to Tracking and simply copy / paste the tag into the "Tracking" section under the "View Tags" Box (see next slide for visual reference).

3. To implement the tag correctly, select only the characters in between the quotation marks as shown below.

4. Once the implementation is done, a screenshot of the tag can be sent to your Nielsen representative to check if everything is correct.

5. **IMPORTANT**: Don't remove the tags once implemented, please contact your Nielsen representative if you need to stop tracking Facebook.
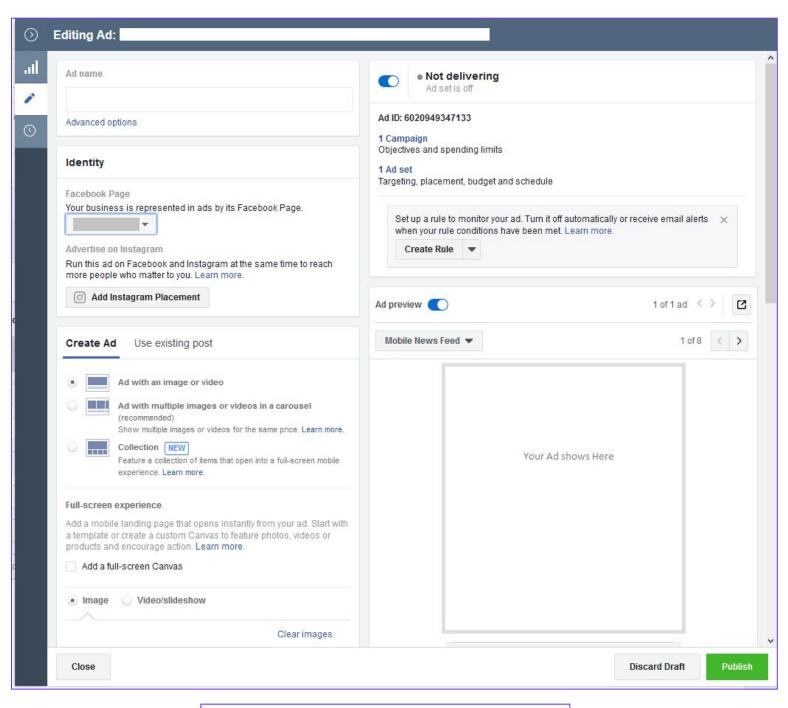
NOTE: If you do not have the option "view tag" (step 2) please contact Facebook as they might need to whitelist your account
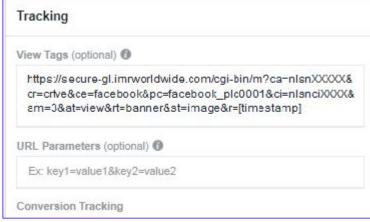

SECURE 1×1PIXELS

Secure 1×1Pixel for facebook_plc0001Placement:

<!--StartSecure Pixel Call / facebook_plc0001Placement→

<!--End Secure Pixel Call / facebook_plc0001Placement→

IMPLEMENTATION OF NIELSEN TAGS

IMPLEMENTATION OF NIELSEN TAGS

Note: If more than one tag needs to be implemented, please put Nielsen tag last, separated by a space.

Example with a Campaign Manager tracking impression pixel:

```
https://ad.doubleclick.net/ddm/trackimp/N416206.160665FA
CEBOOKFR/B24234468.274480546;dc_trk_aid=468733451;dc
_trk_cid=133014706;ord=|
[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment
=;tfua=?
https://secure-gl.imrworldwide.com/cgi-bin/m?
ca=nlsn xxxxxx &cr=crtve&ce=facebookfr&pc=facebookfr_plc0
002&ci=nlsnci xxxx &am=3&at=view&rt=banner&st=image&r=
[timestamp]
```

Nielsen