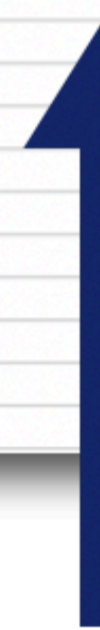


## MediaMath - buyer bulk upload sheet

3PAS IMPRESSION TRACKING URL	3PAS IMPRESSION TRACKING TAG
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Only use an impression URL and not the full tag

Do not enter anything in the 3SPAS tag field

### Targeting STX Inventory and Trafficking on MediaMath

Sharethrough can be selected in the supply source section of campaign creation after the native campaign components are entered.

All buyers must use MediaMath's bulk upload Excel template (see screen shot above) for native campaign components.

#### Tags

- The bulk upload template only allows for one 1x1 and one JS tag.
- Ensure your trader is placing their tag in the correct field of the template:
  - 3rd Party Ad Served Impression Tracking **URL** - for image impression pixels - the URL must be placed in the '3PAS Impression Tracking URL' field (as this is a common error - please **NOTE**: we can only use Impression Tracking URL at this time).
  - NOTE: More than one Impression Tracking URL can be used - each Tracking URL to be separated by a semi colon (;)
  - 3rd Party Ad Served **Viewability** Tracking Tag - JS tag for viewability tracking

Reach out to your PS counterpart for setup guidance.