



Recommendations for measuring outbound clicks

Recommendations for Measuring Outbound Clicks Only with Third Party trackers

1. Use DCM tracker directly on the Landing Page URL field instead of the click tracker field (important – do not add click trackers 2x)

This will ensure that the DCM or other third party tracker counts only the Landing Page clicks, and no other type of click on the ad.

Note: this will not work for third party trackers that do not redirect to the landing page URL.



The image shows a configuration interface for a landing page. The title is "Landing Page". There are four main sections:

- Landing Page URL (Required):** A text input field containing "https://www.example.com/". This field is highlighted with a red border.
- CTA Button (Optional):** A text input field containing "Meer informatie".
- Button Color:** A color selection field with a blue swatch and the hex code "#31B0D5".
- Font Color:** A color selection field with a white swatch and the hex code "#FFFFFF".

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2. Turn off Social Icon and Social Interaction icons for Photo and Link posts

This will remove options for the user to click out to the social platform or post, and ensure all outbound clicks from these formats are directed toward the Landing Page only.



