



Subaru Certified Digital Advertising Integration Specification

Version 1.3

5/16/2025

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1. Certified Program Overview

Subaru's Certified Digital Advertising program will allow dealers to use paid advertising from certified providers to drive incremental local traffic to the dealers' website. A key objective of the program is for Subaru to gain transparency into overall digital advertising effectiveness conducted at the dealer level. To deliver the pertinent metrics to Subaru for evaluation, Shift Digital requires that providers submit certain data inputs that are further specified in this document. This document adds conventions for segmenting reporting by funding program (Tier 1 vs Tier 2 vs Tier 3 vs Aftersales) and Connected TV (CTV) content. Additionally, this document outlines the required naming convention for ad groups. Providers are expected to support all necessary funding source, campaign, and ad group configuration such that these campaigns can be reported independent of one another.

2. Digital Advertising Data Requirements

This section details the processes by which Shift Digital requires providers of digital advertising services to submit data. The following constraints will be met by each provider.

- Provider will follow required Ad Group naming conventions outlined in section 2.1
- Provider will submit daily exports of the digital advertising data containing standard elements on a nightly basis from the previous calendar day as outlined in Section 2.2
- Provider will submit daily exports of the CTV advertising data containing standard elements on a nightly basis from the previous calendar day as outlined in Section 2.3
- Provider will submit a monthly export of advertising spend by channel/program/dealer/profit center/campaign/ad group/day as outlined in Section 2.4
- Provider will append the required data elements to the dealer website URL via query string as outlined in Section 2.5

2.1. Ad Group Naming Requirements

The program will require all providers to abide by a standardized ad group/ad set setup process that will afford for increased consistency across providers, cleaner data for measurement and opportunity identification and more streamlined compliance monitoring. Ad groups will be required to be setup by the following parameters:

- Vehicle
- Journey segment
- Audience segment
- Profit center

Additionally, the program will require all providers to follow a standardized naming convention for all ad groups. Deviation from the required naming convention requirements is not permitted without explicit approval.

All ad groups names are required to adhere and start with the following string (items in *italics* are not required unless explicitly prescribed by Shift and/or Subaru):

[Model]_[JourneySegment]_[AudienceSegment]_[ProfitCenter]_[*Additional Shift/Subaru Parameter*]_[*Optional Provider Parameter*]

If you have additional elements you'd like to include, they may be added after the above-described elements are indicated in the described format. Detailed definitions of the Journey Segment and Audience Segment values can be found in Section 4 below.

Parameter	Description	Accepted Values
Vehicle	String describing the model or segment being targeted, specific requirements detailed in Section 3	Additional detail provided in Section 3
Journey Segment	Indicate the customer journey segment the media campaign falls into: Awareness, Consideration, Purchase, Retention	AW, CNS, PCH, RTN, definitions available in Section 4
Audience Segment	Indicate the audience segment being utilized: Out of Market, In Market, Auto Intender, Brand Intender, Brand Site, Targeted Audience, Recent Purchasers, Lookalike, Owner, Retargeting, Conquest	OutOfMarket, InMarket, AutoIntender, BrandIntender, BrandSite, Lookalike, Owner, Retargeting, Conquest, TargetedAudience, RecentPurchasers, definitions available in Section 4
Profit Center	Indicate the profit center the campaign is supporting: New Sales, Used Sales, CPO Sales, Mixed Sales, Service, Parts, Accessories, Fleet	New, Used, CPO, MixedSales, Service, Parts, Accessories, Fleet, Other
[Additional Shift /Subaru Parameter]	There may be cases where Subaru requires additional data to be included in the AdGroup naming convention beyond what is outlined above, such cases can leverage an optional fifth parameter. The most common use case for this additional parameter will be when Audience Segment is 'TargetedAudience' this field will be used for a more descriptive label of the audience	Free text, to be provided by Subaru team when required
[Optional Provider Parameter]	The 6 th position in the structure (after the 5 th underscore) is a free text token where the provider can add any Ad Group naming that they require	Free text

Example (no additional parameter, but includes provider elements, note double underscores between Profit Center and other provider elements):

23-SUB-CTK_CNS_BrandSite_New__OtherProviderElements

Example (includes additional parameter, but no provider elements):

23-SUB-CTK_CNS_TargetedAudience_New_CrossTierSharedAudience

Example (includes additional parameter and provider elements):

23- SUB-CTK _CNS _TargetedAudience _New _CrossTierSharedAudience _OtherProviderElements

2.2. Special Considerations for PMAX Campaigns

Due to the dynamic nature of PMAX campaigns, special consideration must be taken in reporting configuration for these campaigns. Most importantly, in both the FTP files as well as the tagging query string parameters the Channel and sd_channel value should be 'pmax'. At present, Google does not support breaking out of PMAX data or query string parameters into the sub-channels that ads are delivered on. As such, most typical PMAX use cases will have a channel value of 'pmax' and a campaign type of 'pmaxother' in both the flat file feeds as well as the query string parameters. In cases where the PMAX

channel is used to run a specific type of ad such as Vehicle Listing, the provider may instead use 'pmax' for channel and 'pmaxvehiclelisting' (or other appropriate pmax campaign type value) for campaign type. In the event that Google does update their reporting and/or value track parameter tracking to allow for more granular sub-channel breakout, the provider then may use the more granular PMAX campaign type values to provide deeper reporting granularity. The full set of available PMAX campaign type values is: pmaxother, pmaxsearch, pmaxdisplay, pmaxvideo, pmaxmail, pmaxdiscovery, and pmaxvehiclelisting.

2.3. Daily Digital Advertising Export

Frequency: daily, 8:00 a.m. (EST)

File format: Comma-separated CSV file

Naming Convention: "SubaruDigitalAdReport_YYYYMMDD.csv" **date used in file name should represent the data contained within the file, and not the day the file was dropped*

Delivery Location: server: [FTP details forthcoming]
 username:
 password:
 directory: /Metrics/

The Daily Digital Advertising export shall contain metrics that conform to the following criteria:

- Activities from the previous calendar day that occurred as a result of digital advertising efforts based on last click attribution
- A header row with each Element name shall be provided in each file
- Any metric fields without data should be filled with 0 as opposed to being left empty
- While Shift does support reporting for multiple program funding sources with the syntax outlined below, program scope in this context is dictated by the prevailing SOW; only those programs in scope for this reporting engagement are required to be included in reporting

Header Element	Description	Format	Sample Value
Date	Calendar day for which activities occurred	YYYY-MM-DD	2022-10-01
DealerCode	Subaru-provided 6-digit retailer code	Text	020398
DeviceType	Indicates type of user experience. Acceptable values are desktop, mobile, tablet, ctv, other, and all	Text	desktop
Channel	Indication of which type of media the traffic originated from. Acceptable values are search, display, video, social, email, discovery, local, shopping, pmax, vehicle listing, streaming audio, other	Text	search
Program	Indicates the funding source for the row, acceptable values are tier1, tier2, tier3, aftersales, and heavyup	Text	tier2
CampaignType	Indicates the network on which the campaign was run. Acceptable values are google, bing, facebook, instagram,	Text	google

	twitter, yahoo, dv360, snapchat, linkedin, gdn, programmatic, tiktok, pinterest, pandora, spotify, amazon, amazonprime, applemusic, qobuz, tidal, youtubemusic, cars.com, other, pmaxother, pmaxsearch, pmaxdisplay, pmaxvideo, pmaxmail, pmaxdiscovery, pmaxvehiclelisting		
CampaignName	Name of the campaign	Text	Model Campaign
AdGroupName	Name of ad group being run – name to align with conventions set forth previously in Section 2.1	Text	23-SUB-CTK_CNS_BrandSite_New
Spend	Actual advertising spend for the dealer/date/media/ program row	Double	4.36
Impressions	Number of impressions presented to a customer related to the specified Media Type	Integer	764
Clicks	Number of clicks by customers	Integer	18
Reach	Total number of unique visitors that viewed content (unique impressions)	Integer	523
CompletedVideoViews	Facebook only: Total number of completed video views	Integer	91
VideoViews	All views, regardless of seconds seen	Integer	186
AveragePercentageViewed	Average percentage of the video viewed	Decimal	0.24
Visits	Total number of visits to the subsidiary website originating from digital advertising efforts	Integer	1052
UniqueVisitors	Unique number of visitors to the subsidiary website originating from digital advertising efforts	Integer	652
PageViews	Number of page views that occurred anywhere on subsidiary website originating from digital advertising efforts	Integer	934
SearchResultsPageViews	Number of search results page views that occurred anywhere on subsidiary website originating from digital advertising efforts	Integer	229
VehicleDetailPageViews	Number of vehicle detail page views that occurred anywhere on subsidiary website originating from digital advertising efforts	Integer	321
FormSubmissions	Number of form submissions that occurred anywhere on subsidiary website originating from digital advertising efforts	Integer	87
ClickToCalls	Number of clicks to call that occurred anywhere on subsidiary website originating from digital advertising efforts	Integer	94
PhoneLeads	Number of calls made through Call Tracking number originating from digital advertising efforts	Integer	52
Bounces	Number of total visitors driven by advertisements that leave the site after viewing only one page	Integer	24

VideoCompletions	Where relevant to the Channel, a count of completed video views for the row	Integer	6
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*A single dealer code could have multiple rows in the file for each unique dimension combination that applies.

2.4. Daily CTV Advertising Export

Frequency: daily, 8:00 a.m. (EST)

File format: Comma-separated CSV file

Naming Convention: "SubaruCTVAdReport_YYYYMMDD.csv" *date used in file name should represent the data contained within the file, and not the day the file was dropped

Delivery Location: server: [FTP details forthcoming]
 username:
 password:
 directory: /Metrics/

The Daily CTV Advertising export shall contain metrics that conform to the following criteria:

- Activities from the previous calendar day that occurred as a result of CTV advertising efforts based on last click attribution
- A header row with each Element name shall be provided in each file
- Any metric fields without data should be filled with 0 as opposed to being left empty
- While Shift does support reporting for multiple program funding sources with the syntax outlined below, program scope in this context is dictated by the prevailing SOW; only those programs in scope for this reporting engagement are required to be included in reporting

Header Element	Description	Format	Sample Value
Date	Calendar day for which activities occurred	YYYY-MM-DD	2022-10-01
DealerCode	Subaru-provided 6-digit retailer code	Text	020398
DeviceType	Indicates type of user experience. Acceptable values are desktop, mobile, tablet, ctv, other, and all	Text	desktop
Channel	Indication of which type of media the traffic originated from. Acceptable values are olv, ctv, ott	Text	ctv
Program	Indicates the funding source for the row, acceptable values are tier1, tier2, tier3, aftersales, and heavyup	Text	tier2
CampaignType	Indicates the network on which the campaign was run. Acceptable values are hulu, netflix, programmatic, youtubebv, amazonprime, google, gdn, dv360, etc.... This field can be reported as available, as requirements may adjust based on available channels.	Text	hulu
CampaignName	Name of the campaign	Text	Model Campaign
AdGroupName	Name of ad group being run – name to align with conventions set forth previously in Section 2.1	Text	23-SUB-CTK_CNS_BrandSite_New
Spend	Actual CTV spend for the dealer/date/media/program row	Double	4.36

Impressions	Number of times a user saw CTV advertisement content	Integer	764
MidpointViews	Number of times a user viewed up to the halfway point of CTV advertisement content	Integer	431
Completions	Number of times a user viewed up the entirety of CTV advertisement content	Integer	227
Clicks	Number of clicks by customers	Integer	18
Visits	Total number of visits to the subsidiary website originating from CTV advertising efforts	Integer	1052
UniqueVisitors	Unique number of visitors to the subsidiary website originating from CTV advertising efforts	Integer	652

2.5. Monthly Spend Export

Frequency: monthly, by 8:00 a.m. (EST) on the 10th calendar day of each month for the preceding month.

File format: Comma-separated CSV file

Naming Convention: "SubaruMonthlySpendReport_YYYYMMDD.csv" **date used in file name should represent the first day of the month being reported on, i.e. On 7/10 the file would contain data for June and be labeled with a date of 20210601*

Delivery Location: server: [FTP details forthcoming]
 username:
 password:
 directory: /Metrics/

The monthly advertising spend export shall contain detailed spend data for the preceding month, broken down by date, dealer code, channel, and program. All spend metrics shall be presented as fully burdened with Shift and provider fees included.

While Shift does support reporting for multiple program funding sources with the syntax outlined below, program scope in this context is dictated by the prevailing SOW; only those programs in scope for this reporting engagement are required to be included in reporting.

Header Element	Description	Format	Sample Value
Date	Day of the calendar month for which activities occurred	YYYY-MM-DD	2022-10-13
DealerCode	Subaru-provided 6-digit retailer code	Text	020398
DeviceType	Indicates type of user experience. Acceptable values are desktop, mobile, tablet, ctv, other, and all	Text	desktop
Channel	Indication of which type of media the traffic originated from. Acceptable values are search, display, video, social, email, discovery, local, shopping, pmax, olv, ctv, ott, vehicle listing, streaming audio, other	Text	search
Program	Indicates the funding source for the row, acceptable values are tier1, tier2, tier3, aftersales, and heavyup	Text	tier2
CampaignType	Indicates the network on which the campaign was run. Acceptable values are google, bing,	Text	google

	facebook, instagram, twitter, yahoo, dv360, amazon, snapchat, linkedin, gdn, programmatic, tiktok, pinterest, pandora, spotify, amazonprime, applemusic, qobuz, tidal, youtubemusic, cars.com, hulu, netflix, youtubetv, other, pmaxother, pmaxsearch, pmaxdisplay, pmaxvideo, pmaxmail, pmaxdiscovery, pmaxvehiclelisting		
CampaignName	Name of the campaign	Text	Model Campaign
AdGroupName	Name of ad group being run – name to align with conventions set forth previously in Section 2.1	Text	23-SUB-CTK_CNS_BrandSite_New
Spend	Fully burdened ad spend for the row	Float	4.36

2.6. URL Query String Parameters

By embedding data in the web page URL that is published in your campaigns, Shift Digital Analytics can capture this campaign data and use it in reports to provide data about which campaigns are driving the most traffic to the site, and what that traffic is doing once on the site. It is imperative that these campaign parameters are included on all paid media placed on behalf of dealers across all channels (search, display, social, video, email, etc...).

While Shift does support reporting for multiple program funding sources with the syntax outlined below, program scope in this context is dictated by the prevailing SOW; only those programs in scope for this reporting engagement are required to be included in reporting.

Name	Parameter	Allowed Values	RequiredChannels
Campaign	sd_campaign	Free text	All
Provider	sd_digadprov	Provider ID to be provided by Shift Digital team	All
Channel	sd_channel	Indication of which type of media the traffic originated from. Acceptable values are search, display, video, social, email, discovery, local, shopping, pmax, olv, ctv, ott, vehiclelisting, streamingaudio, other	All
Campaign Type	sd_campaign_type	Indicates the network on which the campaign was run. Acceptable values are google, bing, facebook, instagram, twitter, yahoo, dv360, amazon, snapchat, linkedin, gdn, programmatic, tiktok, pinterest, pandora, spotify, applemusic, qobuz, tidal, youtubemusic, ,youtubetv, amazonprime, cars.com, hulu, netflix, other, pmaxother, pmaxsearch, pmaxdisplay, pmaxvideo, pmaxmail, pmaxdiscovery, pmaxvehiclelisting	All
Program	sd_program	Indicates the funding source for the row, acceptable values are tier1, tier2, tier3, aftersales, heavyup	All
Ad ID	sd_adid	ValueTrack: {creative}	All
Campaign ID	sd_digadcid	ValueTrack: {campaignid}	All
Keyword Text	sd_keyword	ValueTrack: {keyword}	Search
Ad Group Name	sd_adgroup	Ad Group Name (compliant to naming convention prescribed in Section 2.1)	All

Search example URL:

https://www.colesubaru.com/?sd_campaign=new_suv&sd_digadprov=sampleprovider&sd_channel=search&sd_campaign_type=google&sd_program=tier3&sd_adid={creative}&sd_digadcid={campaignid}&sd_keyword={keyword}&sd_adgroup=23-SUB-CTK_CNS_BrandSite_New

*please note that generally accepted URL construction conventions should be followed such that any additional tracking parameters or deep link URL parameters are not disturbed by the addition of the above tracking parameters (i.e. if destination URL already has query string parameters on it, the parameters should all be preceded by a & instead of starting with a ? as in the above example)

3. Ad Group Vehicle Parameter Template

The Vehicle parameter in the Ad Group naming convention consists of a dash (-) delimited list of 3 values; Model Year, Brand Code, and Model Code. Any Ad Group that is not vehicle specific can use the default values for each parameter, as follows: 00-ALL-NA. Each value can be determined as outlined below:

- **Model Year** – Defined as the last 2 digits of the model year of the vehicle(s) being marketed. If the Ad Group is not specific to any model year or is not a sales Ad Group, this can be populated with 00
- **Brand Code** – Defined in the table below:

Brand	Brand Code
Subaru	SUB
Service	SVC
Parts	PTS
Non-Subaru	NSUB
All	ALL

- **Model Code** – Defined in the table below; if the Ad Group does not match any of the values in the below list, refer to the Subaru team for specific direction:

Model	Model Code
Ascent	ASC
BRZ	BRZ
Crosstrek	CTK
Crosstrek Hybrid	CTKH
Crosstrek Wilderness	CTKW
Forester	FOR
Forester Hybrid	FORH
Forester Wilderness	FORW
Impreza	IMP
Legacy	LEG
Outback	OTB

Outback Wilderness	OTBW
Solterra	STR
WRX	WRX
NA	NA

4. Journey and Audience Segment Definitions

The below is intended to provide clarification on which Journey and Audience Segment values should be applied to each Ad Group.

Journey Segment:

- Awareness – high funnel traffic generation
- Consideration – mid-funnel research shoppers
- Purchase – lower-funnel serious shoppers
- Retention – previous customers or customer look-alikes

Audience Segment:

- Out of Market – passive shoppers who are not actively shopping for a vehicle or aftersales services
- In Market – active shoppers who are currently shopping for a vehicle or aftersales services
- Auto Intender – Same as In Market
- Brand Intender – shoppers who have expressed interest specific in [name your brand(s) here]
- Brand Site – shoppers being retargeted after visiting a Tier 1 [brand] website
- Targeted Audience – shoppers who are part of a first-party shared audience, either from Shift Digital or the brand directly
- Lookalike – model-based audience targeting shoppers with similar traits to desired shoppers
- Owner – first-party audience consisting of brand vehicle owners
- Recent Purchasers – similar to Owner, but specifically focused on shoppers who are known to have recently purchased from the brand
- Retargeting – shoppers being retargeted after previously visiting a Tier 3 site
- Conquest – shoppers who have shown interest in a competitive brand

5. Revision History

Date	Version	Author	Description
07/27/2023	1.0	Ryan Ruiz	Initial Release
12/20/2024	1.1	Lucas White	Added PMAx verbiage (section 2.2) as well as PMAx campaigns as an acceptable campaignType. Added “heavyup” as a Program accepted value.
1/22/2025	1.1.1	Lucas White	Modified PMAx verbiage (section 2.2)
3/27/2025	1.1.2	Lucas White	Added Forester Hybrid, Crosstrek Hybrid, Forester Wilderness, Crosstrek Wilderness, and Outback Wilderness to acceptable models.
4/24/2025	1.2	Lucas White	Fixed CampaignType Discrepancies:

			<ul style="list-style-type: none"> • Changed duplicate “amazon” value to "amazonprime" in daily, monthly, and QSP sections • Changed “otherprogrammatic” value to "programmatic" in daily, monthly, and QSP sections • Added "hulu, Netflix, youtubetv" values to monthly and QSP sections
5/16/2025	1.3	Lucas White	Removed “Service” & “Parts” as models from Section 3