

Adform – Cookie List



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Name	Value	Domain	Size	Expires	Description
C	1 or 3	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	1 char	60 days	Identifies if user's browser accepts cookies. 1 – Cookies are allowed, 3 – Opt-out
TPC	1	.adform.net .adformdsp.net	1 char	14 days	Identifies if user's browser accepts third party cookies
GCM	1 or 2	.adform.net .adformdsp.net	1 char	1 day	Identifies if there is a need to re-check partner's cookie matching existence
token	String	adform.net adformdsp.net	Up to 32 chars	session	opt out security token
otsid	List of advertiser IDs separated by comma	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 500 chars		Advertiser specific opt-out
uid	Long int	.adform.net .adformdsp.net	Up to 28 chars	60 days	Unique identifier
cid	Long int	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 28 chars	60 days	Cookie id (legacy) – same as uid
SR<RotatorID>	Combined string	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 50 chars	1 day	Sequential rotator information – contains total impressions, daily impressions, total clicks, daily clicks, and last impression date

CT<TrackingSetupid>	Combined string	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 40 chars	28 days	Identifies last click membership for 3 rd party pixels on advertiser's pages
EBFCD<BannerID>	Count	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 3 chars	7 days	Identifies daily frequency capping for expanding banner
EBFC<BannerID>	Count	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 3 chars	7 days	Identifies total frequency capping for expanding banner
CFFC<TagID>	Count	track.adform.net server.adform.net adx.adform.net server.adformdsp.net	Up to 3 chars	7 days	Compound banner frequency capping