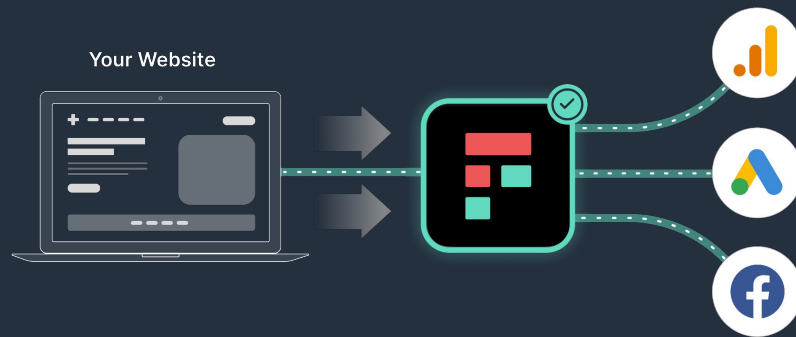




Recommended Data Properties



Continue to use your Analytics and Ads platforms while being HIPAA-compliant, with Freshpaint-recommended data properties added to the **Enforced Allowlist**.

Recommended & Required Properties

Required Properties

Freshpaint's server-side connection mode may require destination-specific properties indicated as "Required" that are *essential* for functionality.

Recommended Properties

Destinations may also have additional functionality that is controlled by certain event properties. Freshpaint indicates these properties as "Recommended" and describes the functionality they enable.

This guide includes the most commonly configured destinations. For a full list of supported destinations and associated quick start guides, please visit <https://documentation.freshpaint.io/>

Google Ads



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
conversion_id	1234567890	Specifies the Google Ads account a conversion event should be sent to
conversion_label	LlIuCKL42qIDEN6kxpkB	Specifies the Google Ads conversion action
\$gclid	EAlalQobChMltqCpqqf7_gAMVld 7jBx3ojgPWEAAYASAAEgJiVvD _BwE	Specifies the Google Click ID generated from an ad click, to attribute conversions back to ad campaigns

Google Analytics 4



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
conversion	true	Flags an event as a conversion action
\$user_agent	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/116.0.0.0 Safari/537.36	Populates the Technology overview and allows for segmentation by browser name, browser version, desktop vs mobile, and operating system
\$current_url and \$title	https://www.example.com/	Populates reports such as Landing Page or Pages and Screens
\$initial_referrer \$initial_referring_domain \$referrer \$referring_domain	https://referrer-website.com/	Helps to populate attribution reports for user source/channel

Google Analytics 4 (cont'd)



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
utm_source	google	Identify the advertiser, site, publication, etc. that is sending traffic to your property, for example: google, bing, etc.
utm_medium	email	The advertising or marketing medium, for example: cpc, banner, email newsletter.
utm_campaign	2023promo	The individual campaign name, slogan, promo code, etc. for a product.
utm_term	keyword1	Identify paid search keywords
utm_content	click2	Used to differentiate similar content, or links within the same ad.

Google Campaign Manager 360



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
activity_id	123456789	The Floodlight activity ID that the event should be sent to
\$gclid	EAlalQobChMltqCpqr7_gAMVld7jBx3 ojgPWEAAAYASAAEgJiVvD_BwE	Specifies the Google Click ID generated from an ad click, to attribute conversions back to ad campaigns. At least one of gclid, dclid, or edimpid is required.
\$dclid	CN64q5b1plgDFU0qiAkdsJoBCA	The Double Click ID used for tracking conversions from your ad campaigns. At least one of gclid, dclid, or edimpid is required.
\$edimpid	COvui6zC8ocDFVj6GAldMW4LnA	The Campaign Manager Impression ID used for tracking conversions from your ad campaigns. At least one of gclid, dclid, or edimpid is required.

LinkedIn Ads



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
\$li_fat_id	9d0013d1-dd29-4cb7-a7bf-bf88 f254ffc8	The LinkedIn Ad Click ID used for attribution analysis.
conversion_id	12345678	The LinkedIn Ad conversion_id used for triggering conversion events.

Meta Facebook Ads



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
\$user_agent	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/116.0.0.0 Safari/537.36	Utilized for event matching based on markers such as browser name and browser version
action_source	website	Specifies where a conversion occurred, for example: website, email, etc.
\$fbclid	lwAR2JUYYWeqJU6ytNiH_3A3N_QithsuoRkqfl5RRCqvkCwKmQ0RLepAcBTHA	Specifies the Facebook Click ID generated from an ad click, to attribute conversions back to ad campaigns
fbp	fb.1.1711422463455.74338200	Specifies a randomized browser id

Microsoft Bing Ads



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
\$msclkid	688070de62fd1ed2e45e143130 43aed0	Specifies the Bing Click ID generated from an ad click, to attribute conversions back to ad campaigns

StackAdapt



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
conversion_id	Btx6Wf0zzy7FZj10bedlze	Maps to a Conversion Event in StackAdapt. This uniquely describes the conversion event taking place.
\$sapid	7d33b060-2a32-42b0-8a33-a9daf0c675e5	Generated at ad click time and appended to the landing page URL.
retargeting_id	7d33b060-2a32-42b0	Maps to a Retargeting Audience in StackAdapt. This directly places the user in that Audience.
\$ip	1.123.123.1	Required for Retargeting Events and View-Through Conversion Events
\$user_agent	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/116.0.0.0 Safari/537.36	User agent from the user's device

TikTok Ads



PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
\$ttclid	E_C_P_CtQBHLvjBcaulhjHd-LaV YekFgjSb4PLJzdnpeHrXI5Ps 3LP-Dj1HYYbDpL83_EAIKN2gq3 BsTFuftmFbkDRSu46J0vUbD_D E5aXVsX0gInFPdUUFFU5...	The Tiktok Ad Click ID used for tracking conversions from your ad campaigns Note: this Click ID value can be upwards of 500 characters or more



The Trade Desk

PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
tracker_id	tfc2x4l	The ID of the tracking pixel within The Trade Desk to send conversion events for
\$ttidimp	7d33b060-2a32-42b0-8a33-a9d af0c675e5	The Trade Desk impression ID used for tracking the ad impression to the conversion within The Trade Desk

Twitter (X) Ads



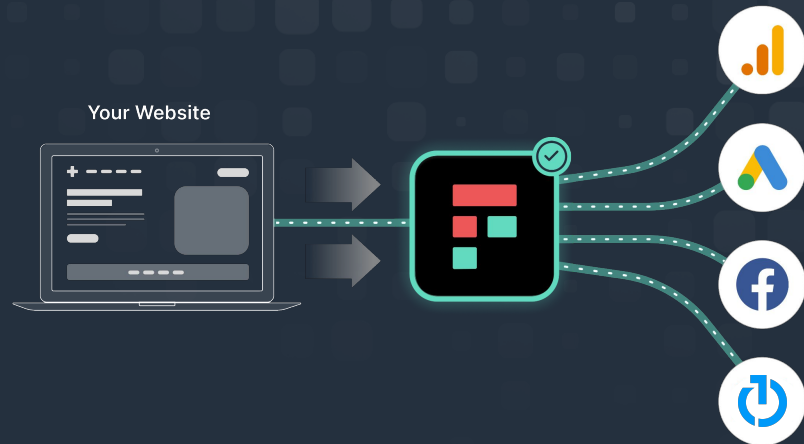
PROPERTY NAME	EXAMPLE VALUE	WHAT IT'S USED FOR
\$twclid	2-v4c1i84avln1cr68cwjt8kkl	The Twitter Ad Click ID used for tracking conversions from your ad campaigns

Appendix

PRIVACY FIRST MARKETING:

Unlocking Growth Without Compromise

Freshpaint's Healthcare Privacy Platform delivers high performance marketing while protecting patient privacy.



WHY PRIVACY IS SUCH A **BIG** DEAL

HIPAA VIOLATION



18 HIPAA Personal Identifiers

- Name
- Address
- Phone
- Email
- Social Security Number
- Device ID
- Ad Click ID



Health Information

- Visits a condition-specific page
- Schedules an appointment
- Uses find a doctor pages



Non-HIPAA Compliant Destination

LAWSUIT RISK



PRIVACY-FIRST DIGITAL MARKETING

