Creating a Prefix

To create a code, you must first have a group, prefix and account set up and associated to each other. This document will provide instructions on how to create a prefix. A prefix is a 4 character identifier licensed to a company and used at the beginning of each Ad-ID code. There is no cost to license a new prefix.

If you are creating a prefix for a company that has an existing prefix, please contact Ad-ID customer relations at cs@ad-id.org

You must create the group and account before creating the prefix. Groups are used as a security mechanism and act as a container for prefixes and codes. Accounts are used to purchase credits to create codes.

1. To activate a prefix, click on Create a New Prefix in the top navigation.

2. Enter a 4-character prefix. Prefixes can be alpha-numeric, however cannot start with zero. If the prefix is taken, the system will provide alternative prefixes to choose from, which you can click on to select. You can also use the Auto Suggest button to find an available prefix.
3. Choose the code format which determines how the characters after the prefix will be generated.
   a. 4 digit code: starts at 0001 and counts up sequentially
   b. 1 digit year plus 3 digit code: includes the last digit of the current year in the first character after the prefix
   c. 3 digit code plus 1 digit year: includes the last digit of the current year in the fourth character after the prefix
   d. Custom 4: requires the user to manually type in the 4 characters after the prefix
   e. Custom 7: requires the user to manually type in the 7 characters after the prefix

4. The prefix description is required and describes what the prefix is for, and is typically the name of the advertiser or a specific brand or product. The prefix note is for additional descriptive information and is only required when custom 4 or 7 code format is selected.

5. Choose one or more groups to assign to this prefix by holding down the Control key (Command on Mac) while clicking to select (or deselect) more than one. If you are not able to select the appropriate group, you must create a new group or gain access to the appropriate group before creating the prefix.
6. Once a group is chosen, you can select from a list of accounts that exist in that group.

   a. If there is a Parent company associated to the account, the same Parent will be associated to the prefix. You may choose an Advertiser, Brand and Product to associate to the prefix, but it is not required. If you associate the prefix down to a certain level, the fields will auto-populate during code creation.

   b. If there is no Parent company associated to the account, then the Account Parent will be blank and a parent will not be associated to the prefix.
7. Click on Create Prefix and you will be brought to the Dashboard where the prefix will be displayed in the Prefix table.

Please visit www.ad-id.org to access additional help instructions or contact Ad-ID customer relations at 704-501-4410 or cs@ad-id.org.