

## Ad Source Definitions and Corresponding App Form Codes (Suggestions)

The Ad Source information can help you identify which App Form code to use for the account.

### **Please do not ever change the Ad Source**

**information!** This gives us important metrics on accounts created through different campaigns and program promotional efforts.

Below is a list of the Ad Source descriptions you will see on a new commuter account and suggestions for assigning the App Form code suffix (or use your own naming convention).

### **Continue to use your jurisdiction prefix.**

Example: a new Loudoun County commuter application created with an Ad Source “APPCC1 – Account Created Through CommuterCash app” would have the App Form Code: UCASH

ACCOUNT INFORMATION		APP FORM: KGRH2 *
Commuter Id:	761648	
GRH Registration Id:	761648	
Commuter CCRS Id:	761648	
Commuter Status:	Active	
Date of Original Entry:	06/02/2021	
Date Last Updated:	03/07/2025	
Site Id:	10001	
Site Name:	COMMUTER CONNECTIONS	
Ad Source:	Don't change! →→	None
Reg Type:	Internet	Internet

**COMMUTER CONNECTIONS.**  
A SMARTER WAY TO WORK

HOME EDIT PROFILE LOGOUT

**EDIT PROFILE**

PERSONAL INFO COMMUTE INFO

LINK FACEBOOK ACCOUNT

ACCOUNT INFORMATION

Commuter Id: GRH Registration Id: Commuter CCRS Id: Commuter Status: Date of Original Entry: Date Last Updated: Site Id: Site Name: Ad Source: Reg Type:

None

APPIT1 - Account created through incentrip API

APPCC1 - Account created through CommuterCash app

INTPWP - incentrip Webpage

FREC22 - Facebook Recovery Campaign

APPIT2 - MDOT incentrip Program Registrants

YTTR23 - YouTube Rideshare Spring 2023

YTGH23 - YouTube GRH Spring 2023

FBGH23 - Facebook GRH Spring 2023

KEYTDM - Key Bridge Ads

GOAlex - GOAlex GRH Campaign

WEBPNR - Link from CC Web P&R Page

BRORS1 - Brochure - Rideshare Trifold

BROGRH - Brochure - GRH Trifold

WEBGRH - Link from CC Web GRH Page

WEBRID - Link from CC Web Rideshare Page

GODMV - goDMV Microsites

BALTPV - MDOT Key Bridge TDM Vanpool Program

BALTCP - MDOT Key Bridge TDM Carpool Program

EMIVHT - EMI Grant - Vanhopper

EMICCI - EMI Grant - CommuterCash

EMITDM - EMI Grant - TDM Commuter Connections

None

**App Form code reflects the program(s) commuter registered for.**  
The account was created through BaltimoreCommutes.org; check their program registration to get the best App Form code suffix.

**App Form code: \_CASH, \_CASHR, \_CASHG or \_CASH3**  
The account was created through CommuterCash (or the unique goDMV team microsite)

**App Form code: \_GRH1, \_GRH2, etc.**  
Review the Program Association to determine which GRH code to use.

**App Form code: \_RIDE or \_GRH1**  
Review the Program Association to determine the best code to use.

**App Form code: could be anything!**  
A “None” Ad Source just means the account wasn’t created through a specific program or promotion. Review the Program Association to determine the best fitting App Form code.

**Contact Commuter Connections if you find new registrations with these Ad Source codes!**  
These programs have (or will) sunset, and we will need to follow up to try and determine the source of the ad.