



PROGRAMMATIC AND GOOGLE DOUBLE CLICK

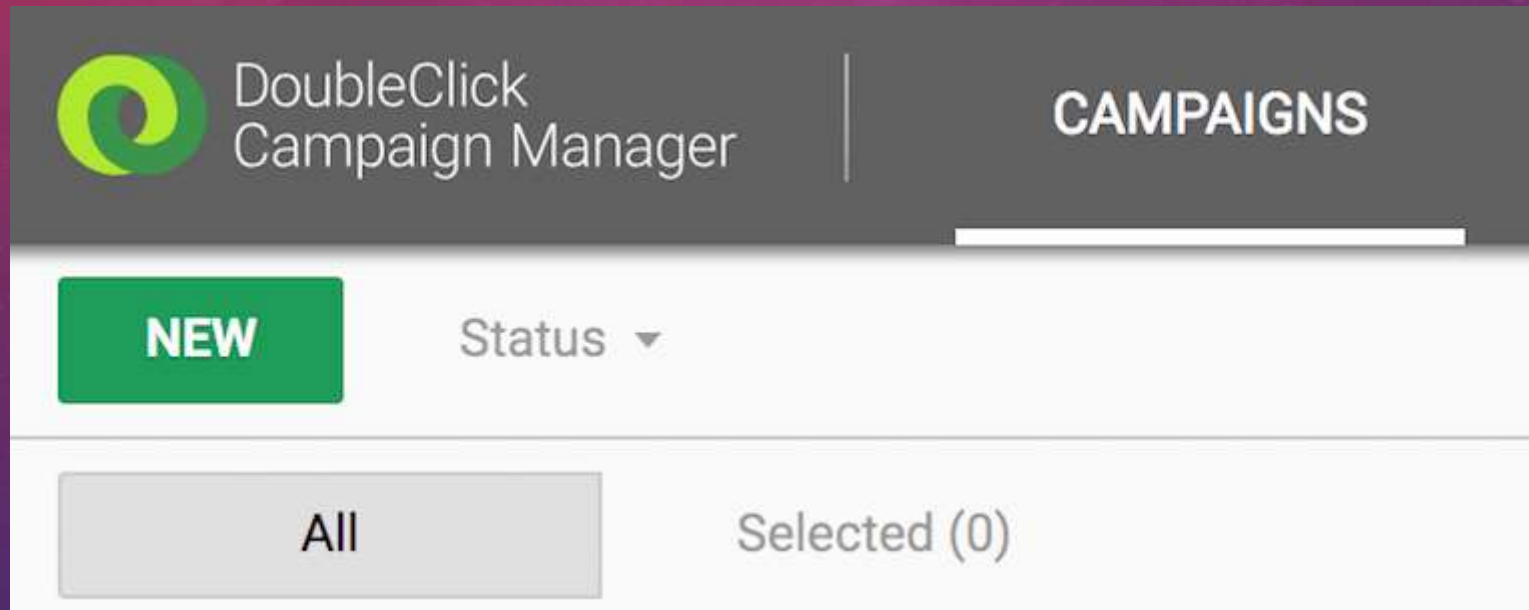
SUDIPTI DHAWAN | DYNAMISERS SOLUTIONS | [DYNAMISERS.COM](https://dynamisers.com)

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Social Media | Digital Marketing | Graphics



DCM Is A Third-party Ad Server Where Advertisers
Can Traffic And Monitor Online Media Buys,
Regardless Of Their Placement

CREATING A NEW CAMPAIGN



NEXT

You will need to fill out all required fields. The only field that is not completely self-explanatory is “landing pages”:

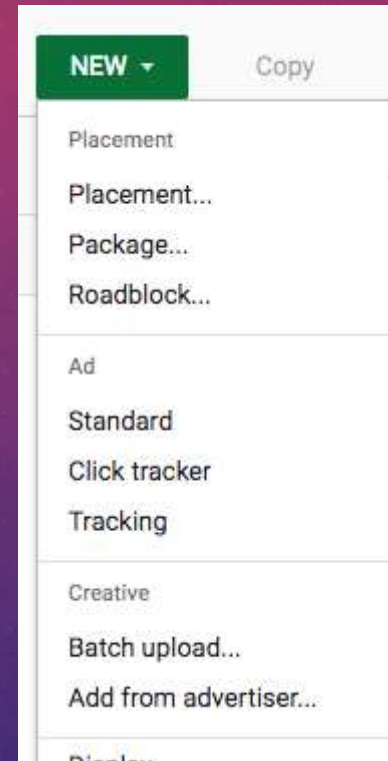
- If you already have a default landing page, simply select from the drop-down.
- If you do not have a preset landing page, or need to create a new landing page, click “new” and fill in the required URL information.
- The default landing page is primarily for default ads. You will have the option (suggested in step six) to make a more specific landing page during the set-up process.

The screenshot shows the 'New Campaign' form with the following sections and fields:

- Identification**
 - Campaign name (required): Text input field.
 - Advertiser (required): Dropdown menu showing 'Hanapin - Training'.
 - Subaccount: Text input field showing 'Hanapin'.
 - Status: Dropdown menu showing 'Active'.
 - Billing invoice code: Text input field.
 - Comments: Text area with a note 'Limit is 255 characters for comments. Current: 0'.
- Schedule**
 - Start date (required): Date picker showing '05/29/2018'.
 - End date (required): Date picker showing '06/29/2018'.
- Landing pages**
 - Landing pages in this campaign: Section header.
 - Warning: 'If you make any updates to a landing page, your changes will affect the landing page across your advertiser.'
 - Buttons: 'New', 'Select from advertiser landing pages', 'Delete', and 'Make default'.

UPLOAD CREATIVES

Now that you have created your campaign, the first step is uploading creatives. To upload, select “Batch Upload.”



ASSIGNS AUTOMATICALLY

DCM automatically assigns uploaded creatives to the corresponding default ads. If you are uploading multiple creatives that are the same size, you will need to select a default image (see below example).

| | | |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--|
| 120 × 600 default ad | <div> Creative</div> | |
| | <input type="radio"/> <div> 240x1200 (120x600)</div> | |
| | <input type="radio"/> <div> V2_240x1200 (120x600)</div> | |
| 160 × 600 default ad | <div> Creative</div> | |
| | <input type="radio"/> <div> 320x1200 (160x600)</div> | |
| | <input type="radio"/> <div> V2_160x600)</div> | |

SIZES?

any...

_120x600

_160x600

_200x200

_250x250

_300x250

_300x600

_336x280

_468x60

_728x90

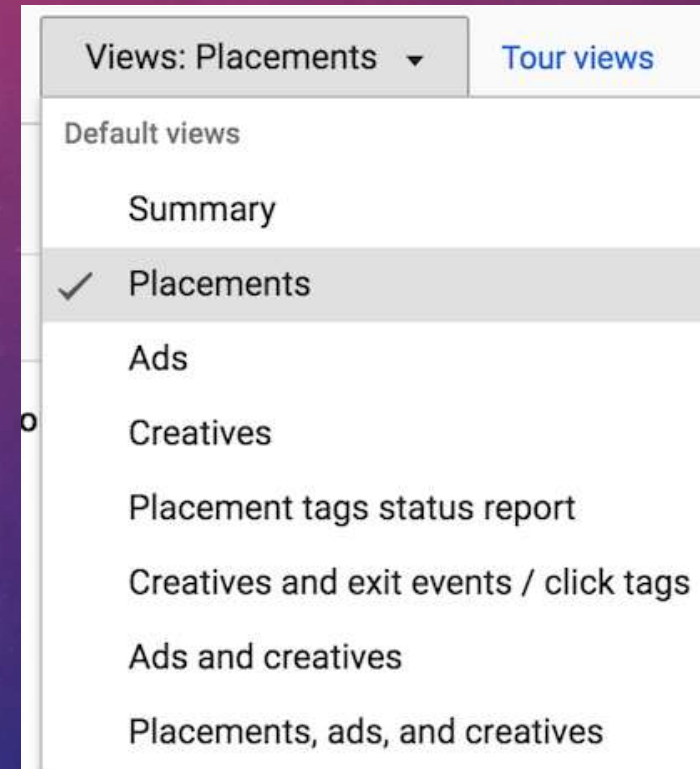
_970x90

CREATE PLACEMENTS






Select “Placement” from the “New” dropdown

Select the site for your placement: select the publisher/DSP/placement where the ad is expected to serve.

Name your placement: to simplify the process of assigning creatives to placements, include image size in the naming convention.



ASSIGNED

| Name | ↑ | Status | Assignments |
|------------------------------------------------------------------------------------------------------------------------------|---|--------|---------------------------------------------------------------------------------------|
|  doubleclick.com/bidmanager | | | |
|  Blog Post_June 27-2018_120x600 | | Active |  0 |
|  Blog Post_June 27-2018_160x600 | | Active |  1 |

ASSIGN CREATIVES TO PLACEMENTS

| Copy | Status ▾ | Assignments ▾ | Edit multiple | Views: Creatives ▾ | Tour views |
|--------------------------|----------|---------------|---------------|--------------------|------------|
| alerts in this campaign. | | | | | |
| Selected (0) | | | | | |
| Name | ↑ | Status | Assignments | | |
| 1018x360 | | Active | 1 | 1 | 1 |
| 160x600 | | Active | 1 | 1 | 1 |
| 300x250 | | Active | 1 | 1 | 1 |

ENABLE DEFAULT ADS

| Name | Status | Start date | End date | Type |
|------------------------------------------|----------|--------------------|--------------------|----------|
| 1018x360 Default Web Ad | Inactive | 06/14/2018 2:29 PM | 06/14/2019 2:29 PM | Default |
| 1018x360-Blog Post_June 27-2018_1018x360 | Active | 06/14/2018 3:42 PM | 06/27/2018 11:59 P | Standard |

[OPTIONAL]: EDIT LANDING PAGE

If the landing page for your ads needs to be different than the default landing page for the account, navigate to the “Ads and creatives” view. You will then select all ads and creatives, click “Edit multiple”, and enter the URL in the “custom landing page” box.

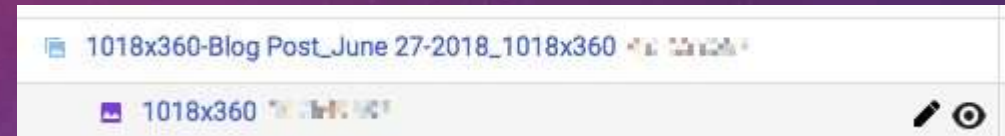
[OPTIONAL]: EXPORTING TAGS

If you are using a DSP that is not Doubleclick Bid Manager, or serving ads on Hulu, or a direct buy that you have negotiated with a publisher, you will need to export ad serving tags to pass through so that publisher can:

- Serve the ads without having to manage creative assets.
- Be able to accurately track impression and ad serving metrics, independently of the publishers reporting.

FINAL CHECK

- To preview your landing page, and to ensure your creatives are working properly, click the preview button next to one of the creatives (under the “Ads and creatives” view).



DOUBLECLICK BID MANAGER (DBM)

Setting up campaigns in DCM is only part one of DoubleClick's programmatic advertising process. After you finish uploading campaigns in DCM, you then need to move to DBM to complete the process.

HOW'RE WE DOING?

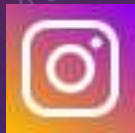
LEAVE US A
Google

★★★★★ **REVIEW!**

HOW'RE WE DOING?

LEAVE US A
facebook

★★★★★ **REVIEW!**



THANK YOU 😊

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