PROGRAMMATIC AND GOOGLE DOUBLE CLICK

SUDIPTI DHAWAN | DYNAMISERS SOLUTIONS | DYNAMISERS.COM

Sudipti Dhawan | +919999722117 | SudiptiDhawan@gmail.com | Website | Mobile Apps |
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

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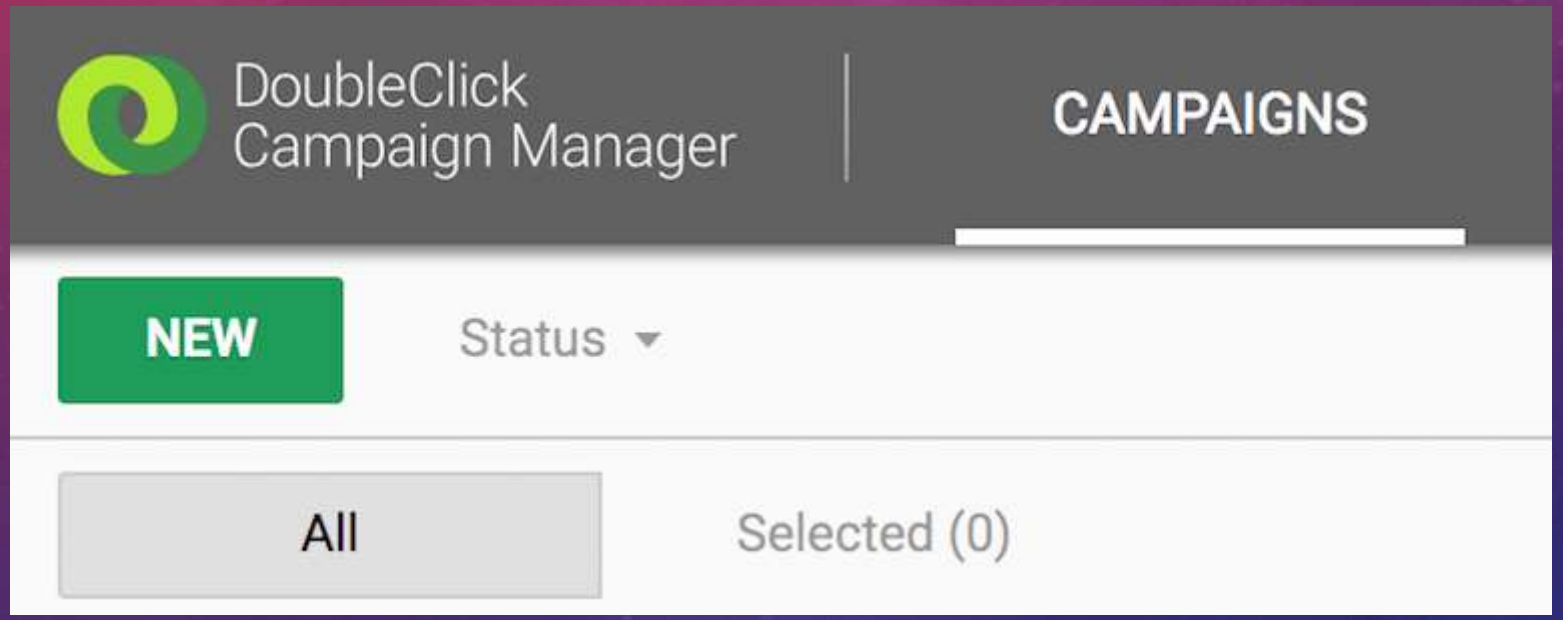
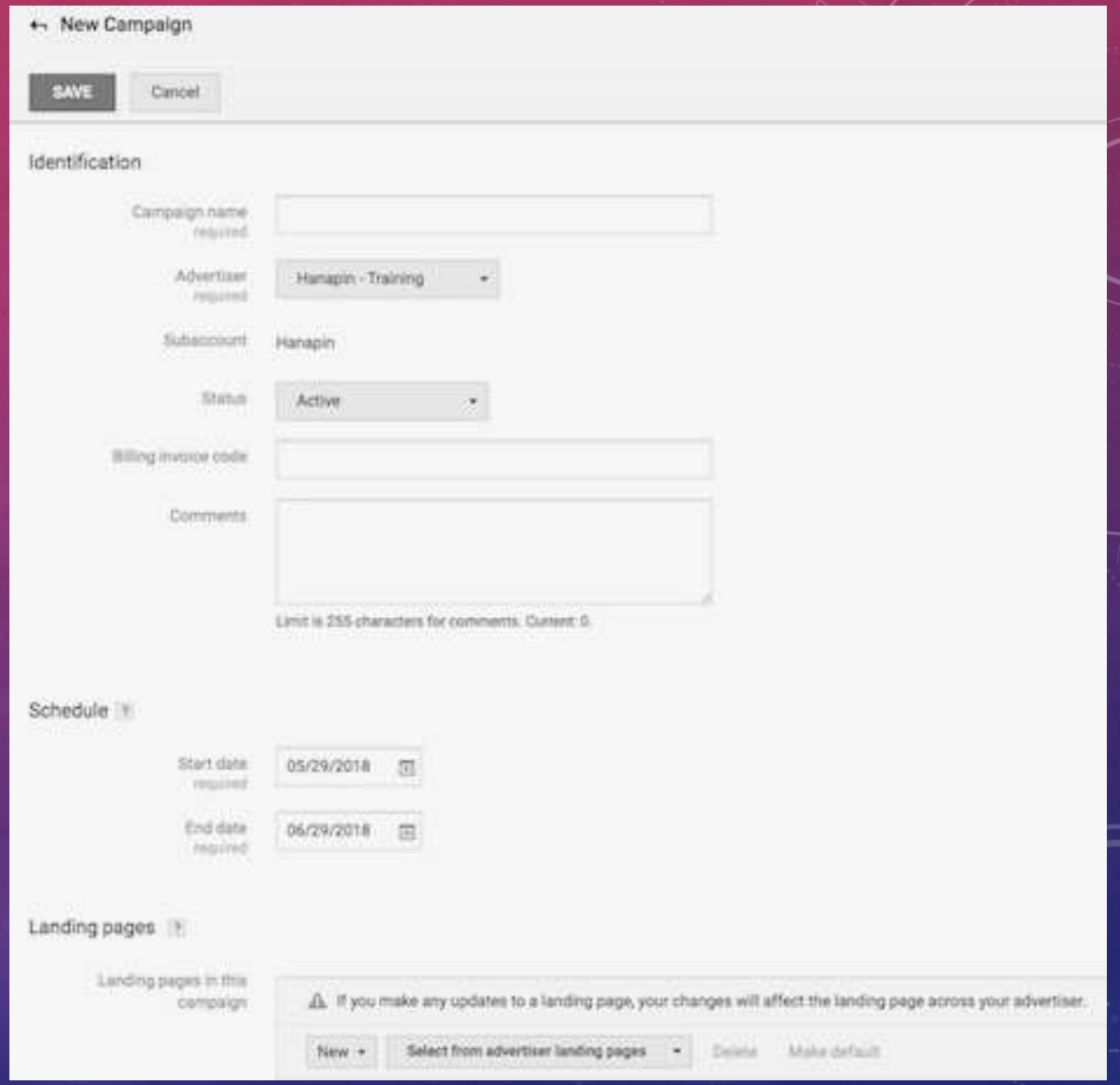
CREATING A NEW CAMPAIGN



NEXT

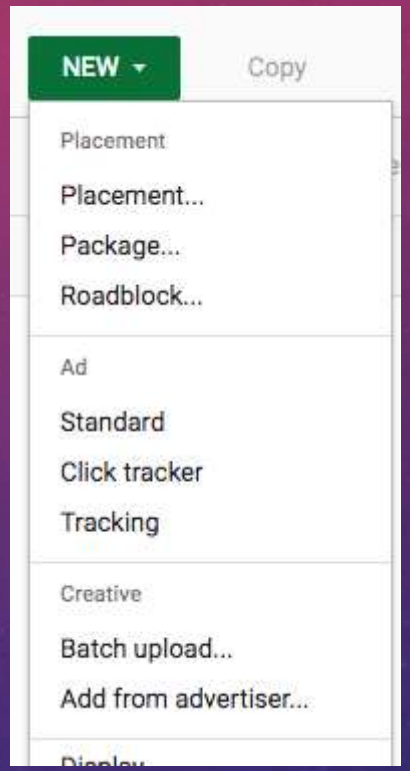
You will need to fill out all required fields. The only field that is not completely self-explanatory is “landing pages”:

- 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.



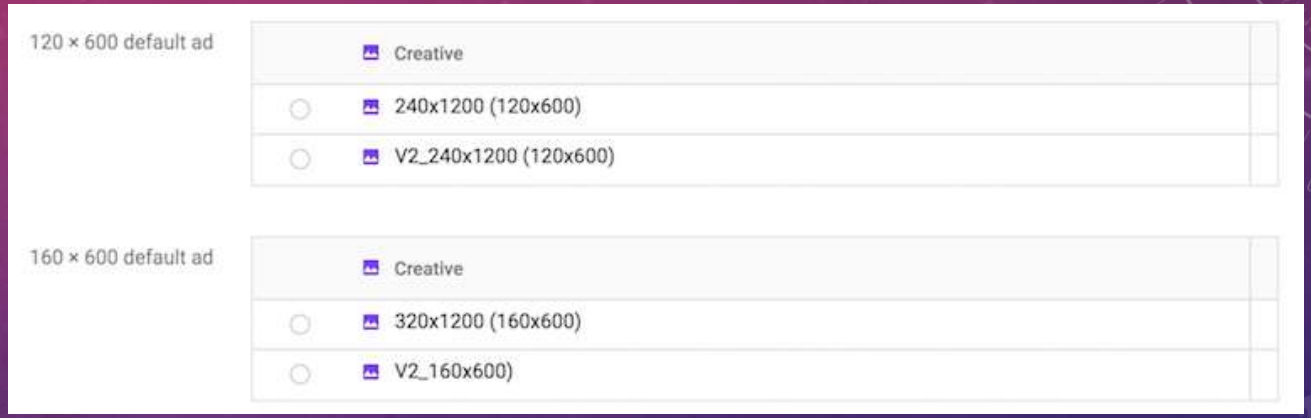
UPLOAD CREATIVES

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



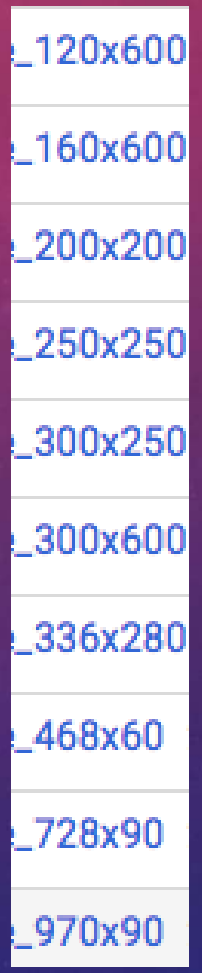
ASSIGNS AUTOMATICALLY

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).



SIZES?

any...



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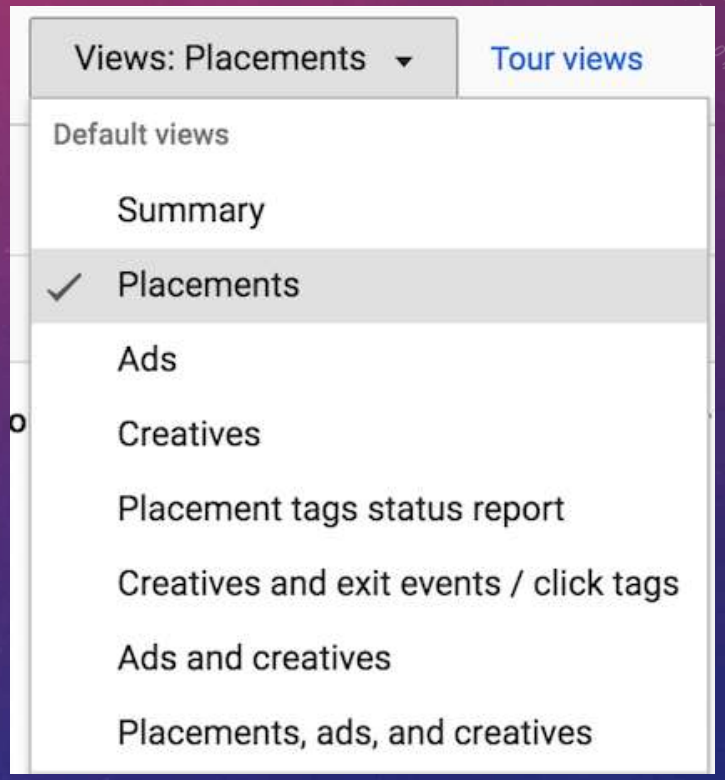
CREATE PLACEMENTS

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

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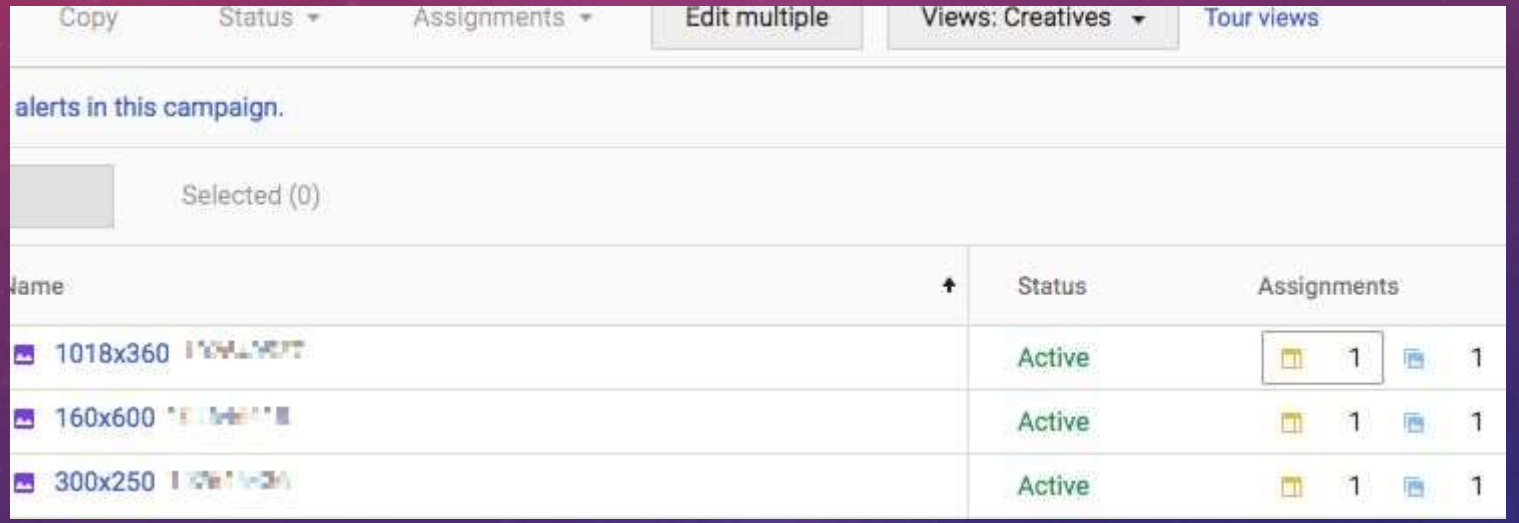
ASSIGN CREATIVES TO PLACEMENTS



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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

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[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.

THANK YOU ☺

DYNAMISERS@GMAIL.COM

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