# CHEATSHEET – DYNAMIC BANNERS SETUP

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### INITIALIZE



Log in to <a href="https://www.google.com/doubleclick/studio">https://www.google.com/doubleclick/studio</a> to access all campaign that has been whom ad server is DBS.

Once logged in, go to the CREATIVES panel, then to the Campaigns section. To add a new campaign, click the button and follow the instructions.

## Create a new campaign

Account name	
	٩
Advertiser name	
Campaign name	

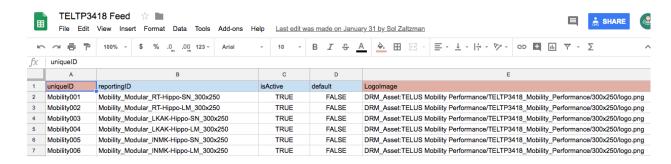
The agency Account Name is needed to create it, as well as the Advertiser Name. It is possible to create it by going to the Accounts and Advertisers sections. But are usually provided by the client.

Once it is done, go to the DYNAMIC CONTENT panel where where all campaign are listed. To access the campaign dashboard, click its name.

### **MANAGE**

First, a feed is needed. Please follow these steps to do so: <a href="https://support.google.com/richmedia/answer/3399836?hl=en.">https://support.google.com/richmedia/answer/3399836?hl=en.</a>

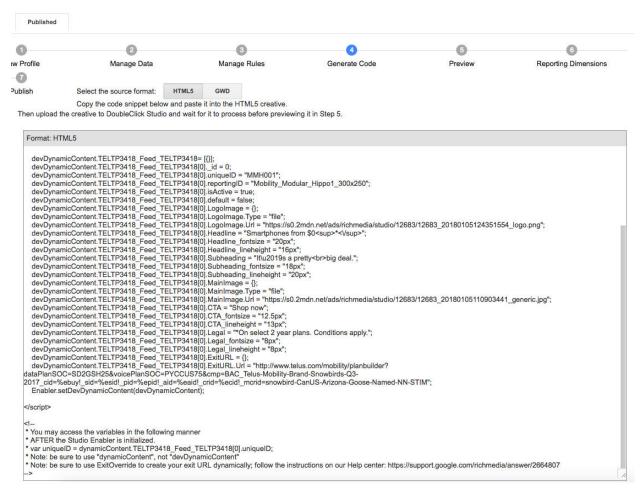
To access it, go to the project in the DYNAMIC CONTENT, then to content sources and click on the link.



Each parameter go there and can be modified dynamically.

To integrate the code snippet, go to the profiles panel, and click on the generate code step. It then gives the code with dynamic link to the feed :





A profile can now be created by going to the PROFILE panel, and following the 7 steps. The Manage Data panel allows to connect the profile to the feed

Creatives are uploaded on double click studio in the ASSETS panel, and you can then see the id of the profile it is associated with.

In the feed, each asset is specified by its path to the file in the assets panel in DBS

