

CHEATSHEET – DYNAMIC BANNERS SETUP

Table of Contents

INITIALIZE.....	2
MANAGE	2

INITIALIZE



Log in to <https://www.google.com/doubleclick/studio> 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

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 :

<https://support.google.com/richmedia/answer/3399836?hl=en>.

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

TELTP3418 Feed				
uniqueID	reportingID	isActive	default	LogoImage
1	Mobility001	TRUE	FALSE	DRM_Asset:TELUS Mobility Performance/TELTP3418_Mobility_Performance/300x250/logo.png
2	Mobility002	TRUE	FALSE	DRM_Asset:TELUS Mobility Performance/TELTP3418_Mobility_Performance/300x250/logo.png
3	Mobility003	TRUE	FALSE	DRM_Asset:TELUS Mobility Performance/TELTP3418_Mobility_Performance/300x250/logo.png
4	Mobility004	TRUE	FALSE	DRM_Asset:TELUS Mobility Performance/TELTP3418_Mobility_Performance/300x250/logo.png
5	Mobility005	TRUE	FALSE	DRM_Asset:TELUS Mobility Performance/TELTP3418_Mobility_Performance/300x250/logo.png
6	Mobility006	TRUE	FALSE	DRM_Asset:TELUS Mobility Performance/TELTP3418_Mobility_Performance/300x250/logo.png

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 :

Published

1 Profile 2 Manage Data 3 Manage Rules 4 Generate Code 5 Preview 6 Reporting Dimensions

7 Publish

Select the source format: **HTML5** GWD

Copy the code snippet below and paste it into the HTML5 creative.
Then upload the creative to DoubleClick Studio and wait for it to process before previewing it in Step 5.

Format: HTML5

```
devDynamicContent.TELTP3418_Feed_TELTP3418= {};
devDynamicContent.TELTP3418_Feed_TELTP3418[0].id = 0;
devDynamicContent.TELTP3418_Feed_TELTP3418[0].uniqueID = "MMH001";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].reportingID = "Mobility_Modular_Hippo1_300x250";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].isActive = true;
devDynamicContent.TELTP3418_Feed_TELTP3418[0].default = false;
devDynamicContent.TELTP3418_Feed_TELTP3418[0].LogImage = {};
devDynamicContent.TELTP3418_Feed_TELTP3418[0].LogImage.Type = "file";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].LogImage.Uri = "https://s0.2mdn.net/ads/richmedia/studio/12683/12683_20180105124351554_logo.png";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Headline = "Smartphones from $0<sup>*</sup>";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Headline_fontsize = "20px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Headline_lineheight = "16px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Subheading = "It's 2019s a pretty<br>big deal.";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Subheading_fontsize = "18px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Subheading_lineheight = "20px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].MainImage = {};
devDynamicContent.TELTP3418_Feed_TELTP3418[0].MainImage.Type = "file";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].MainImage.Uri = "https://s0.2mdn.net/ads/richmedia/studio/12683/12683_20180105110903441_generic.jpg";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].CTA = "Shop now";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].CTA_fontsize = "12.5px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].CTA_lineheight = "13px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Legal = "On select 2 year plans. Conditions apply.";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Legal_fontsize = "8px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].Legal_lineheight = "8px";
devDynamicContent.TELTP3418_Feed_TELTP3418[0].ExitURL = {};
devDynamicContent.TELTP3418_Feed_TELTP3418[0].ExitURL.Uri = "http://www.telus.com/mobility/planbuilder?
dataPlanSOC=SD2GSH25&voicePlanSOC=PYCCUS75&cmp=BAC_Telus-Mobility-Brand-Snowbirds-Q3-
2017_cid=%ebuy!_sid=%esid!_pid=%epid!_aid=%eaid!_cid=%ecid!_mcrd=snowbird-CanUS-Arizona-Goose-Named-NN-STIM";
Enabler.setDevDynamicContent(devDynamicContent);

</script>

<!--
* You may access the variables in the following manner
* AFTER the Studio Enabler is initialized.
* var uniqueID = dynamicContent.TELTP3418_Feed_TELTP3418[0].uniqueID;
* Note: be sure to use "dynamicContent", not "devDynamicContent"
* Note: be sure to use ExitOverride to create your exit URL dynamically; follow the instructions on our Help center: https://support.google.com/richmedia/answer/2664807
-->
```

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