

ChannelConnect

How to setup a campaign and support it

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Templates

First of all send the CA the templates hosted on [Akamai](#).

Package content:

- Build Guide (PDF)
- Flash Templates
- HTML5 Templates
- Release notes

Provide the CA links to the component [AS3 ChannelConnect API Reference](#) - the build guide contains this link as well. No url to a public MXP is available, since the solution hasn't been normalized yet.

Secret Key

During the initial phase of development, the CA won't need to connect to the production service, so no secret key is needed. Without a secret key, the CA can run the creative just on Studio preview and the mobile client on their localhost.

Once the creative is ready to be fully tested with a mobile device, you'll need to generate a secret key. If you don't have access to the ChannelConnect admin console, please contact

ask-is@google.com. You'll need to provide:

- a campaign name
- a start date

- an end date
- a list of domains you want to whitelist, ie: if the campaign will run on MSN and Telegraph sites, then provide www.msn.co.uk, www.telegraph.co.uk.

The generated secret key will be used to connect to the production service as explained in the build guide.

Mobile Client

Ask for the mobile client assets and upload them on Akamai via FTP in the folder

“/17128/channelconnect/apps/<name>”, ie:

<http://motifcdn.doubleclick.net/channelconnect/apps/bogart/>

Troubleshooting

To troubleshoot the typical issues of a ChannelConnect campaign, always keep an eye on Chrome Developer Tools' Network panel .

Issue: The creative is not connecting / the QR code is not displayed.

- Make sure that all the ChannelConnect API calls are made to the production service (<http://dcrmstrat-channelconnect.appspot.com>), not to the development service (<http://dcrmstrat-channelconnect-dev.appspot.com>) which does not enable any custom domain besides the default ones.
- If short url and QR code is not generated, make sure the creative is **NOT** using the public UriShortener API to get the goo.gl urls - that API is not meant to cope high traffic; use “<http://dcrmstrat-channelconnect.appspot.com/shorten/>” instead, as per our templates.
- Make sure all the required domains have been whitelisted in the admin - you can check the response of the call to the “[requestChannels](#)” in Chrome Developer Tools' Network panel: when trying to request channels from a non-whitelisted domain, the output will be a JavaScript comment highlighting the problem.
- a QR code image can be generated just after the connection has been established by the desktop ad and a session id has been generated on the service; if no QR code is displayed, it's most likely that some of the initialization calls have failed, so please check the JavaScript response of each API call - a typical issue is that a publisher domain hasn't been whitelisted in the ChannelConnect admin console, so the API call to the “[requestChannels](#)” handler will return a JavaScript output with a comment highlighting the problem.

Issue: The expanding creative is connecting on the first expansion, not on the subsequents.

Make sure the creative goes through the whole component life cycle each time you use it. To request the channels the creative has to wait for the component to be loaded (“channelLoad”

event); if the creative is being used in the expanded state, from the second expansion on the “channelLoad” will never be triggered again, cause the component assets have already been loaded previously - so the creative has to call the requestChannels directly (it is possible to handle this scenario with global variables, via ProxyEnabler.getInstance().getGlobalData / ProxyEnabler.getInstance().setGlobalData).

DFA

When the creative is not live anymore - and possibly published on the RMG - it's **necessary** to update the tag in DFA and add the following custom parameter:

```
channelConnectSecretKey=dev
```

This will force the creative to use the development service on App Engine, to avoid using production quotas; then the secret key **must be disabled or deleted** in the Channel Connect dashboard. By using the above custom param, the creative will function anyway in RMG, even with the expired secret key.

QA

- The creative CAN connect on EXPLICIT user interaction - the StudioEvent.INTERACTION is not enough. Accepted interactions are:
 - click on a “Click to Play” button
 - expansion triggered by a click (not just a roll over)
- The creatives in production MUST use a secretKey.
- The creatives MUST use a our url shortener service (<https://dcrmstrat-channelconnect.appspot.com/shorten>) not the public googl API, otherwise the available quotas will be drained immediately once the campaigns goes live with a serious traffic.

FAQ

- **Can we get reports out of a ChannelConnect campaign?**
No, not yet.