



DOUBLECLICK STUDIO 101

POWERED BY XAXIS ADLABS

A close-up photograph of numerous lemon and lime slices arranged in a overlapping, circular pattern. The colors range from bright yellow lemons to vibrant pink/lime slices. A large, semi-transparent white rectangular box is positioned in the lower-left quadrant of the image.

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BASIC DOUBLECLICK STUDIO SETUP

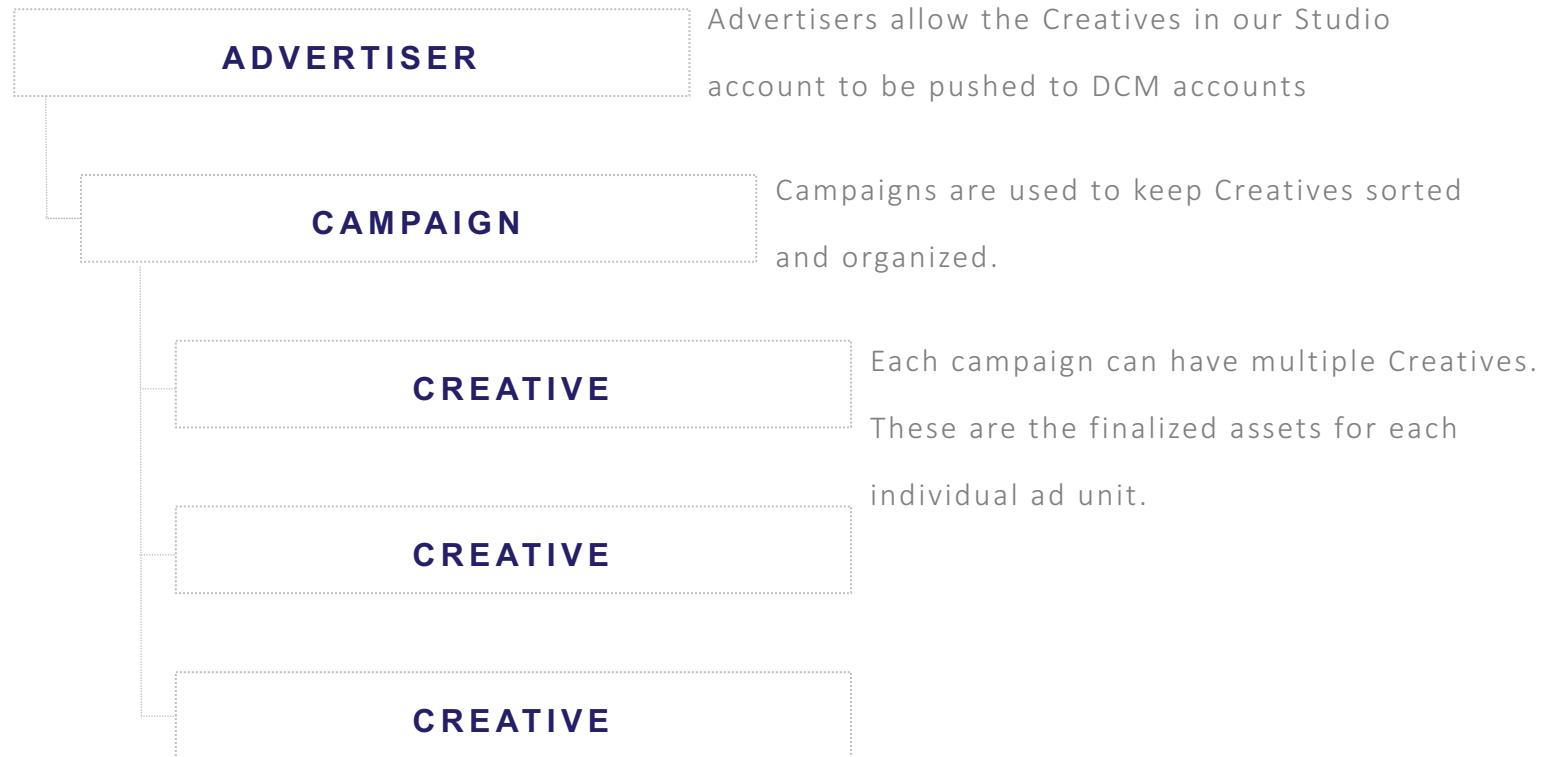
HOW TO GET STARTED WITH DOUBLECLICK STUDIO

DoubleClick Studio is the portion of Google's DoubleClick Platform where we can upload HTML5 assets that we have built out. We can then push to an internal Xaxis DCM (DoubleClick Campaign Manager) account or to a client's/agency's DCM account.





DOUBLECLICK CAMPAIGN STRUCTURE





DOUBLECLICK NAMING STRUCTURE

ADVERTISERS

The Advertiser is named for the overall client that the units are being created for.

Nordstrom

CAMPAIGNS

Campaigns are named with the name of the Advertiser, followed by [space colon colon space] and the name of the campaign.

Nordstrom :: Spring Sale

CREATIVES

Creatives are named with the Advertiser name, followed by [space colon colon space], the name of the Campaign and another [space colon colon space] and the unit type/size

**Nordstrom :: Spring Sale ::
Lookbook**
**Nordstrom :: Spring Sale ::
300x250**

If there are multiples of the same type, a descriptive name is put before the type/size

**Nordstrom :: Spring Sale :: Casual
Wear Lookbook**



A close-up photograph of numerous lemon and grapefruit slices arranged in a overlapping, circular pattern. The colors range from bright yellow to vibrant pink. A white rectangular overlay box is positioned in the lower-left quadrant of the image.

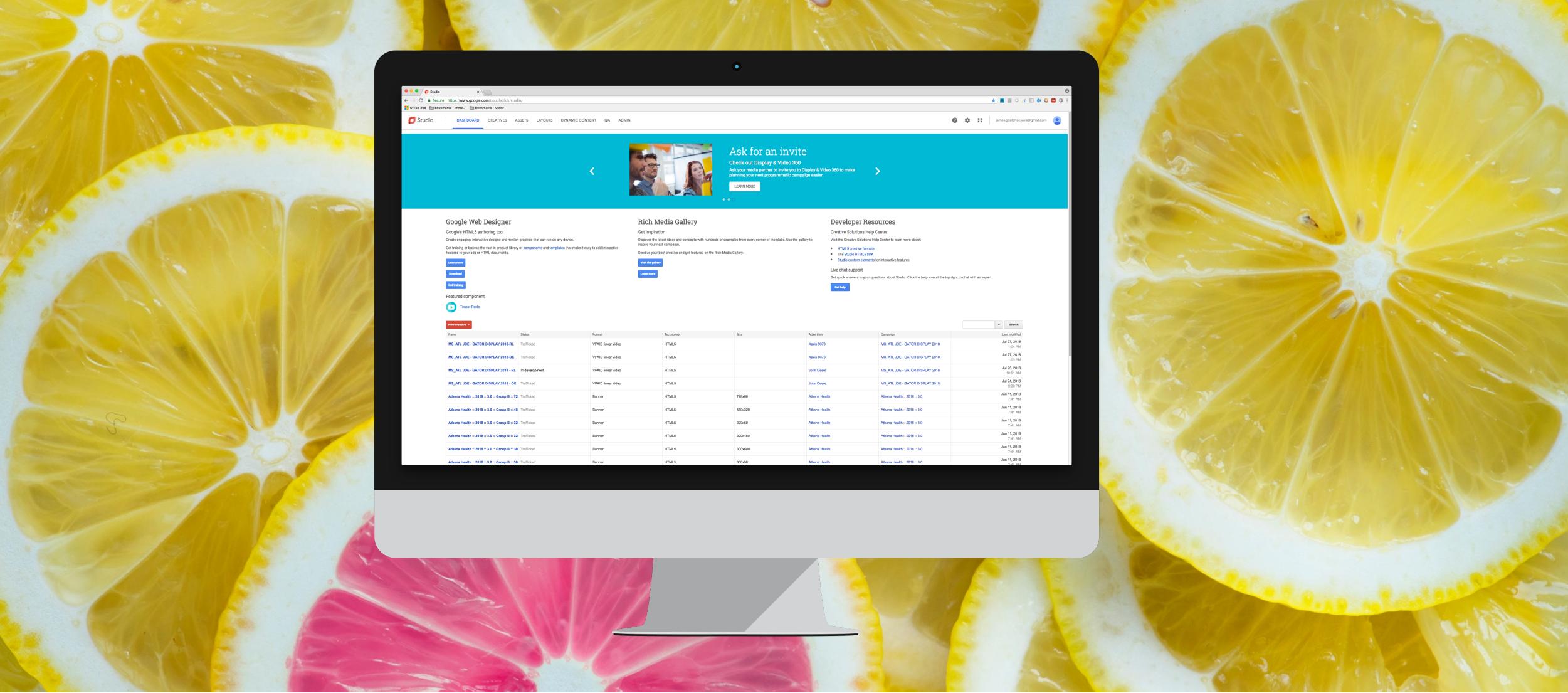
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BASIC DOUBLECLICK STUDIO OVERVIEW

GETTING STARTED WITH THE DOUBLECLICK STUDIO PLATFORM

The DoubleClick Studio platform is where we house Creatives before they are pushed to a DCM account. All Creatives must be associated to a Campaign which must be associated to an Advertiser. Most Creatives are built with HTML5 as the "Technology."





DOUBLECLICK DASHBOARD

After logging into DoubleClick Studio, the Dashboard is the first screen displayed. Here the Creatives are listed by the most recently modified.

For each Creative, some descriptive information is listed such as the format and size, as well as the status of the Creative (in terms of Google's QA process through being trafficked through a DCM account.)



DOUBLECLICK DASHBOARD

The screenshot shows a web browser window for Doubleclick Studio. The URL is https://www.google.com/doubleclick/studio/creatives. The page has a header with tabs: DASHBOARD, CREATIVES, ASSETS, LAYOUTS, DYNAMIC CONTENT, QA, and ADMIN. On the left, there's a navigation menu with sections for Advertisers and Campaigns, and a 'Creatives' tab which is currently selected. The main content area displays a table titled 'Creatives' with the following columns: Name, Status, Format, Technology, Size, Advertiser, and Concept. The table lists numerous entries, mostly 'In development' banners in HTML5 format, with sizes ranging from 970x230 to 300x290 pixels. Advertisers listed include AutoGravity, Xaxis, and Ford. Concepts include 'XAX|US|201712|1801| Direct to Advertiser - UI' and 'Ford : RTD : EN'. The table includes a search bar at the top right and a footer note at the bottom: '© 2016 Google | Tech support | Privacy | EULA'.

Name	Status	Format	Technology	Size	Advertiser	Concept
970x230	In development	Banner	HTML5	970x230	AutoGravity	XAX US 201712 1801 Direct to Advertiser - UI
728x90	In development	Banner	HTML5	728x90	AutoGravity	XAX US 201712 1801 Direct to Advertiser - UI
300x290	In development	Banner	HTML5	300x290	AutoGravity	XAX US 201712 1801 Direct to Advertiser - UI
300x290	In development	Banner	HTML5	300x290	AutoGravity	XAX US 201712 1801 Direct to Advertiser - UI
160x600	In development	Banner	HTML5	160x600	AutoGravity	XAX US 201712 1801 Direct to Advertiser - UI
vStore HM - FY18 August Catalog	TrafficAd	VPAID linear video	HTML5		Xaxis 373	Iress FY18
vStore GW - FY18 August Catalog	TrafficAd	VPAID linear video	HTML5		Xaxis 373	Iress FY18
vStore GW - FY18 Commercial	TrafficAd	VPAID linear video	HTML5		Xaxis 373	Iress FY18
Ford :: RTD :: 728x90 EN	TrafficAd	Banner	HTML5	728x90	Ford	Ford : RTD : EN
Ford :: RTD :: 160x600 EN	TrafficAd	Banner	HTML5	160x600	Ford	Ford : RTD : EN
Ford :: RTD :: 300x290 EN	TrafficAd	Banner	HTML5	300x290	Ford	Ford : RTD : EN
Ford :: RTD :: 300x290 EN	TrafficAd	Banner	HTML5	300x290	Ford	Ford : RTD : EN
Ford :: RTD :: 300x290 FR	TrafficAd	Banner	HTML5	300x290	Ford	Ford : RTD : FR
Ford :: RTD :: 300x290 FR	TrafficAd	Banner	HTML5	300x290	Ford	Ford : RTD : FR
Ford :: RTD :: 160x600 FR	TrafficAd	Banner	HTML5	160x600	Ford	Ford : RTD : FR
Ford :: RTD :: 728x90 FR	TrafficAd	Banner	HTML5	728x90	Ford	Ford : RTD : FR
vStore HM - FY18 August Catalog	TrafficAd	VPAID linear video	HTML5		Iress	2016 Q3
vStore GW - FY18 August Catalog	TrafficAd	VPAID linear video	HTML5		Iress	2016 Q3
vStore GW - FY18 Commercial	TrafficAd	VPAID linear video	HTML5		Iress	2016 Q3
Hanegrohe :: 2018 Q3 :: 160x600	QA rejected	Experiencing	HTML5	160x600	Hanegrohe	Hanegrohe :: 2018 Q3

From the Creatives tab, the list of Creatives is displayed again, but on a more isolated page.

The menu on the left side of this page also allows you to view Advertisers and Campaigns so that Creatives may be found more easily.



A close-up photograph of numerous lemon slices arranged in a overlapping, circular pattern. The lemons are bright yellow with some green at the rind. In the center of the image, there is a white rectangular overlay containing text.

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DOUBLECLICK STUDIO SETUP

CREATING DOUBLECLICK STUDIO ASSETS

When building a unit for DoubleClick, there are certain restrictions to be aware of ahead of time. Also, certain snippets of code must be present in all banners, as well as specific snippets for certain types of units.





DOUBLECLICK AD SETUP

FILE STRUCTURE

Unlike other platforms, DoubleClick Studio requires that all assets be in the root directory. No folder structure can be in place when creating the ad or uploading assets.

```
var clickOpener = window.open(clickTag, “_blank”);  
clickOpener.opener = null;
```

STANDARD BANNERS

Standard Banners do not require any external scripts to be included nor does it require any API calls to be made. We typically don't upload them into the Studio account but instead send them finalized packaged assets to be uploaded by the client/agency. All that is required for them to upload the assets correctly is for clickTag to be implemented.

For clickTag to work correctly, a script tag should be included in the head tag of the HTML file with a “clickTag” variable to be set to an arbitrary URL.

This should later be changed by the client/agency, which is why it can be any URL.



For the region of the ad unit that should click out, a call needs to be made either in the HTML tag or in an additional “script” tag with code similar to that on the left of this paragraph.





DOUBLECLICK AD SETUP

NON-STANDARD BANNERS

Any ads that are being uploaded into our Studio account require the Enabler API to be implemented. For all ads using Enabler, the Enabler script must be called in the "head" tag of the HTML file:

```
<script  
src="https://s0.2mdn.net/ads/studio/Enabler.js"></script>
```

We then make sure the Enabler has initialized before running any part of the ad to prevent errors from occurring.

```
function initFns () {  
  if (Enabler.isInitialized) {  
    startAd();  
  } else {  
    Enabler.addEventListener(  
      studio.events.StudioEvents.INIT,  
      startAd  
    );  
  }  
}  
  
window.onload = initFns;
```

All variable setting and function calls should be made when or after the startAd function is called.



EXPANDABLES

For Exandable units, there are additional snippets that must be in place for the ad to expand and collapse without causing errors. The order of operations is very specific when setting up any ad unit that expands. This also includes Billboard and Pushdown units. For this example, we'll use a Pushdown unit. Since Pushdowns begin collapsed, the first additional snippet is:

```
Enabler.setStartExpanded(false);
```

Additionally, to set the dimensions of the expanded unit, we also need to add:

```
Enabler.setExpandingPixelOffsets(0,0,0,349);
```

The parameters are how far from the original x position, y position, width, and height the expansion is. With this example, the top and left positions don't move, the width remains the same, and an additional 349 pixels are added to the height.

The expand and collapse functions must call Enabler.requestExpand() and Enabler.requestCollapse() respectively.

Additional event listeners handle the animation and completion of expansion and collapsing of the units.

An explanation of the flow of operations can be found at the following section of the API documentation:

https://www.google.com/doubleclick/studio/docs/sdk/html5/en/class_studio_Enabler.html#expand-collapse-lifecycle



A close-up photograph of various citrus fruit slices, including lemons and a pink grapefruit, arranged in a overlapping, circular pattern. The colors range from bright yellow to vibrant pink.

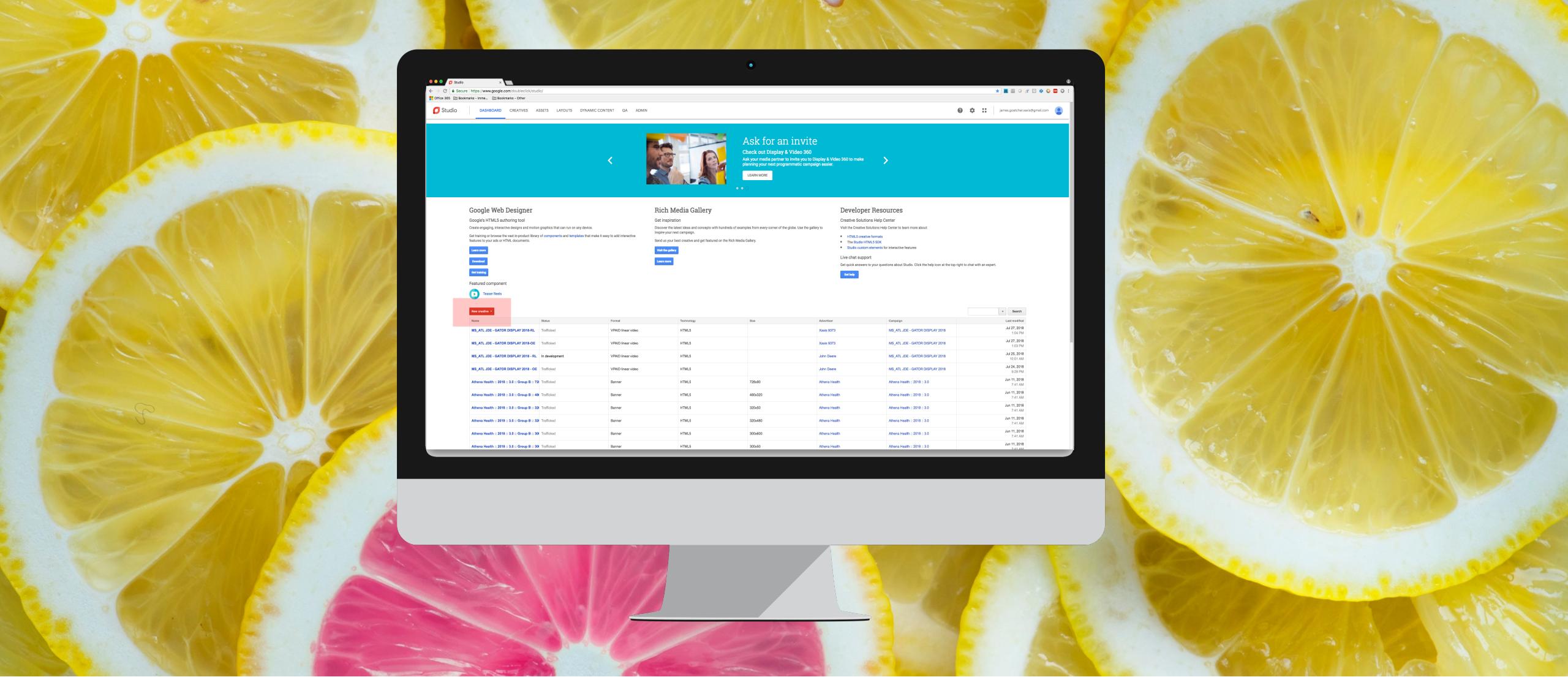
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CREATING A STUDIO CAMPAIGN

UPLOADING FINALIZED ASSETS TO DOUBLECLICK STUDIO

After including any necessary code snippets and files, we can then begin uploading the assets to an existing Campaign or create a new one. At this stage, we can also create a new Advertiser, if needed.



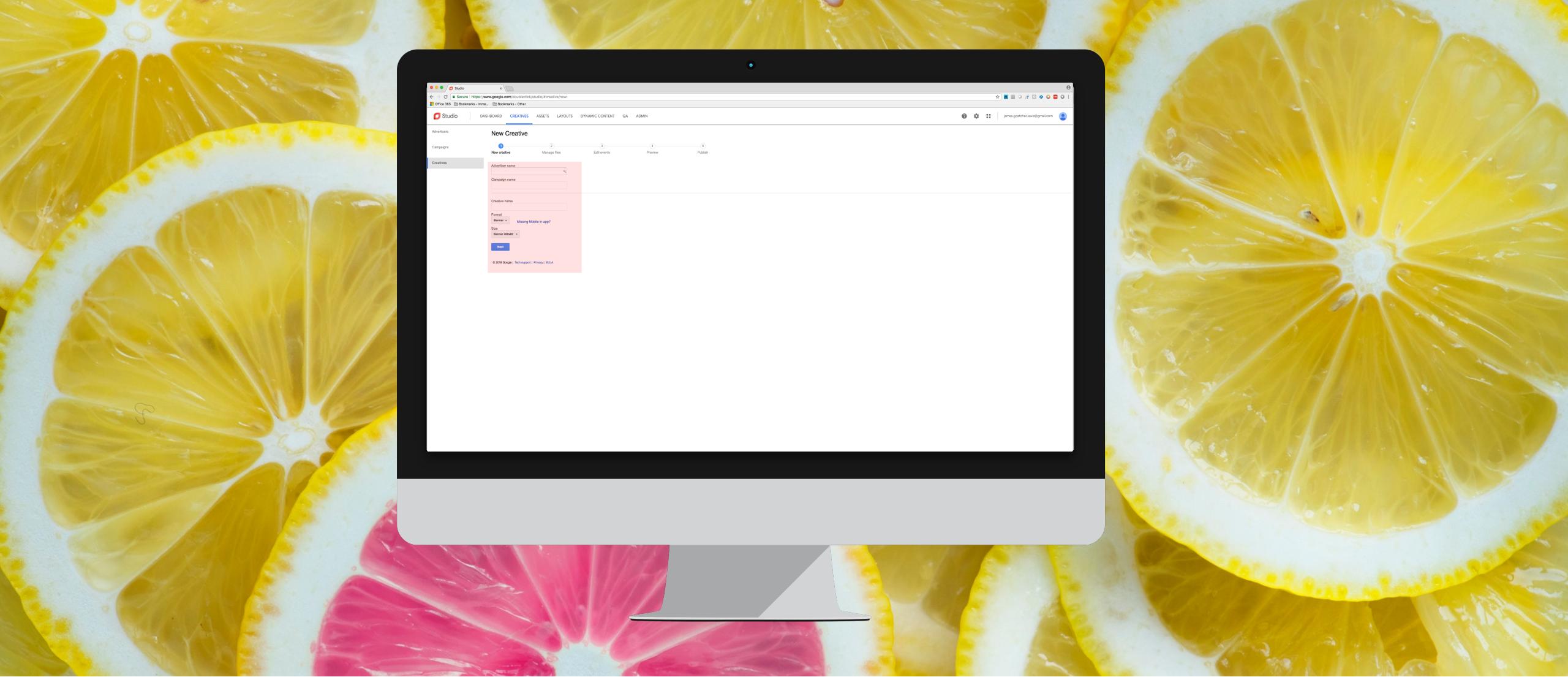


DOUBLECLICK AD/CAMPAGNA SETUP

There are a few different ways to create a Campaign within DC Studios. Since Creatives can be created without populating them with any files, we typically start by selecting New Creative, even if the files aren't ready yet.

From the dropdown menu we are then given we can select From Files, meaning that we will be uploading HTML5 files that were created outside of the DoubleClick Studio platform.



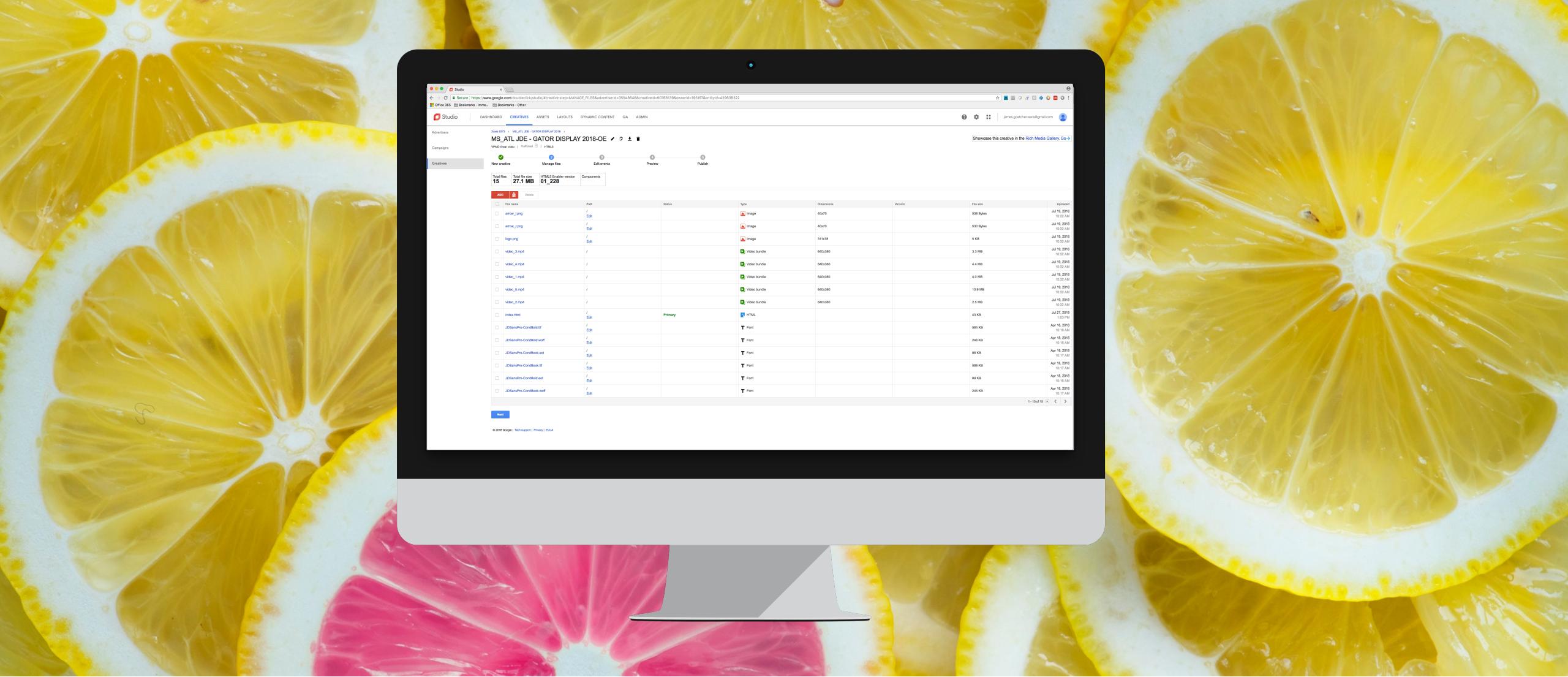


DOUBLECLICK AD/CAMPAIGN SETUP

New Advertisers and Campaigns can be created from within the first screen of setting up a Creative by selecting the first option in the dropdown while typing. Again, we don't necessarily need to have the Creative file prepared before beginning this process.

We will need to additionally set the Creative Name, Format, and Size (the dimensions of how the unit will initially load).





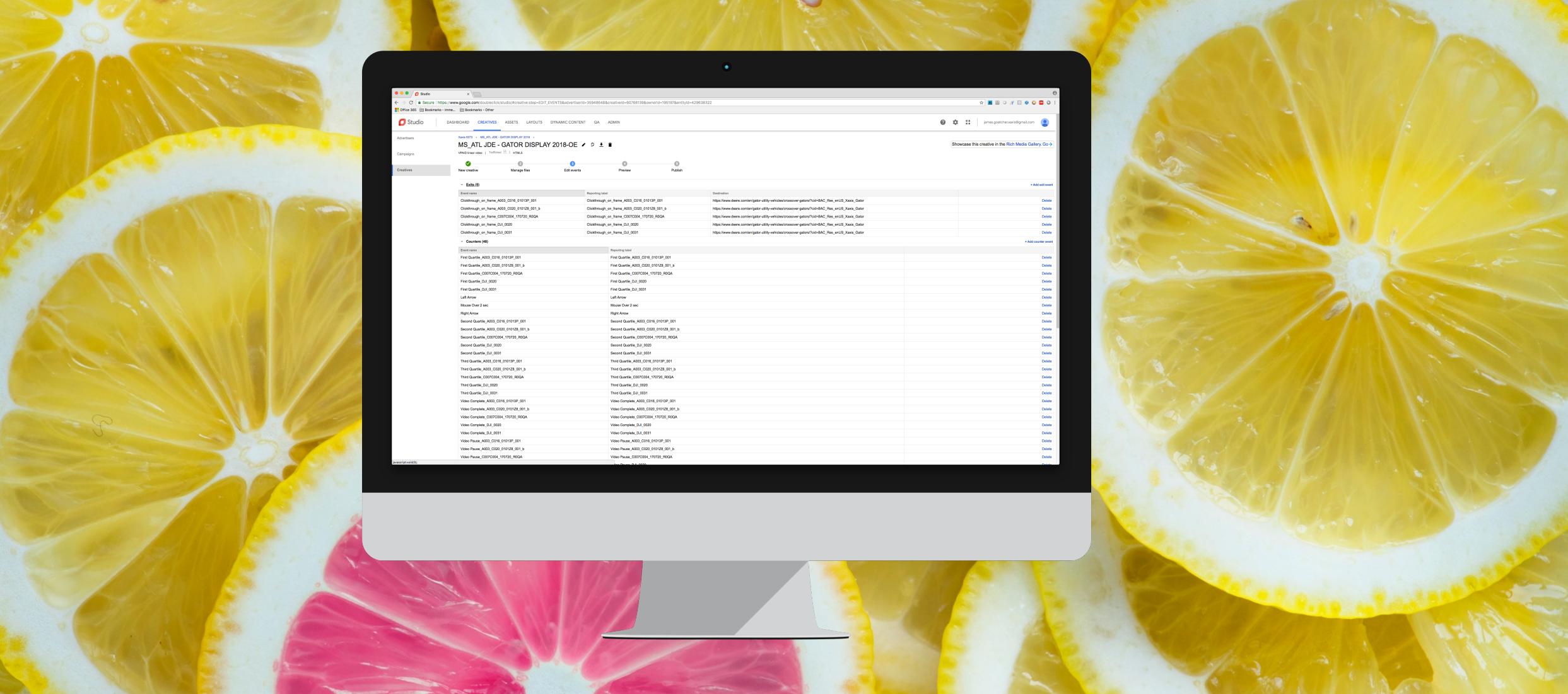
DOUBLECLICK AD/CAMPAIGN SETUP

On the next tab, we can upload the assets for our ad. If no assets are ready, simply select Next to skip this step for now. You can return to this screen later to upload as well as update/add/delete any assets.

The index.html file should be marked as Primary, and a backup image with the same dimensions as the initial load dimensions and a weight of less than 40kb should be marked as the Backup image.



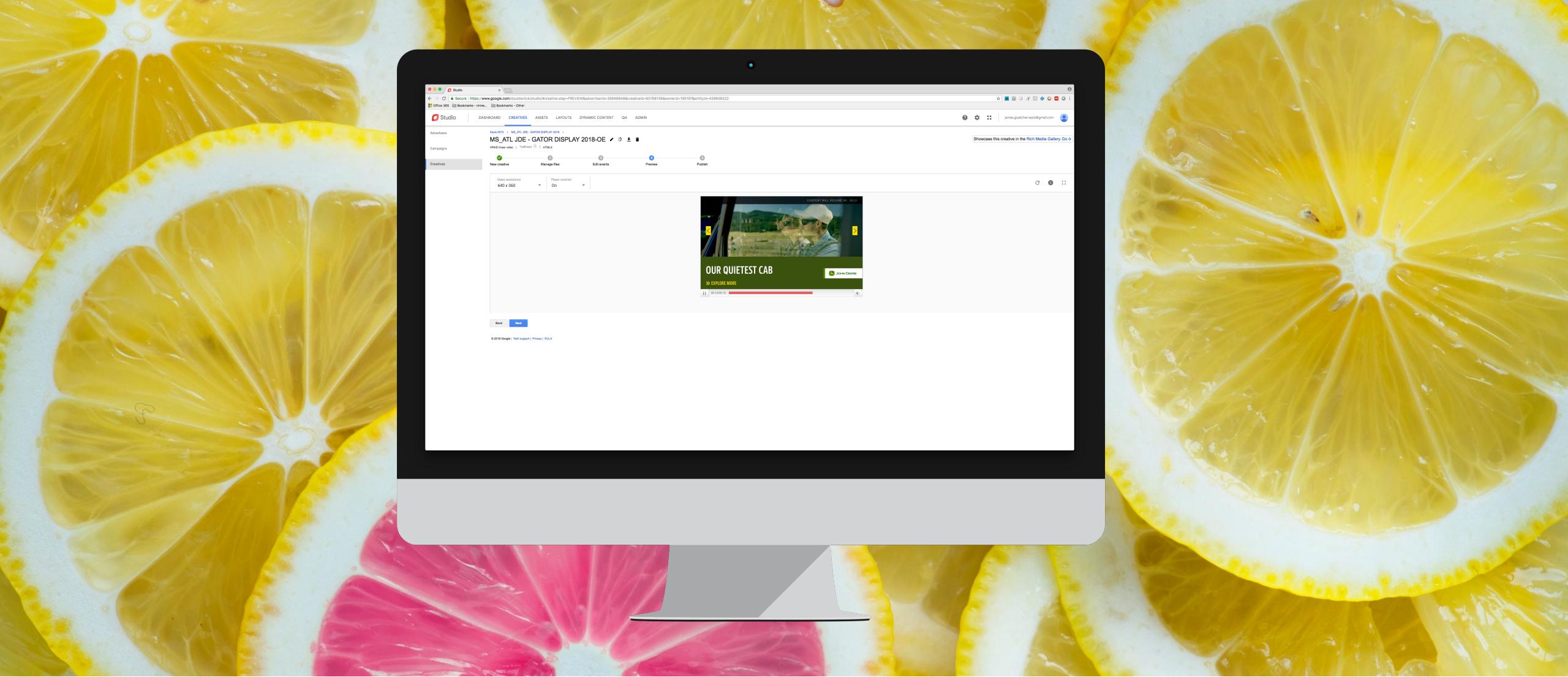
DOUBLECLICK AD/CAMPAGN SETUP



Next, in the Edit Events tab, we can add placeholder clickthrough URLs for any click events we've added to the index.html file via calls to `Enabler.exit('Reporting Label')`:

These will be replaced by AdOps when trafficking the ad, so the URLs are essentially arbitrary. Whichever event URL should be used for when the Backup image is shown should be marked as the Backup Exit.



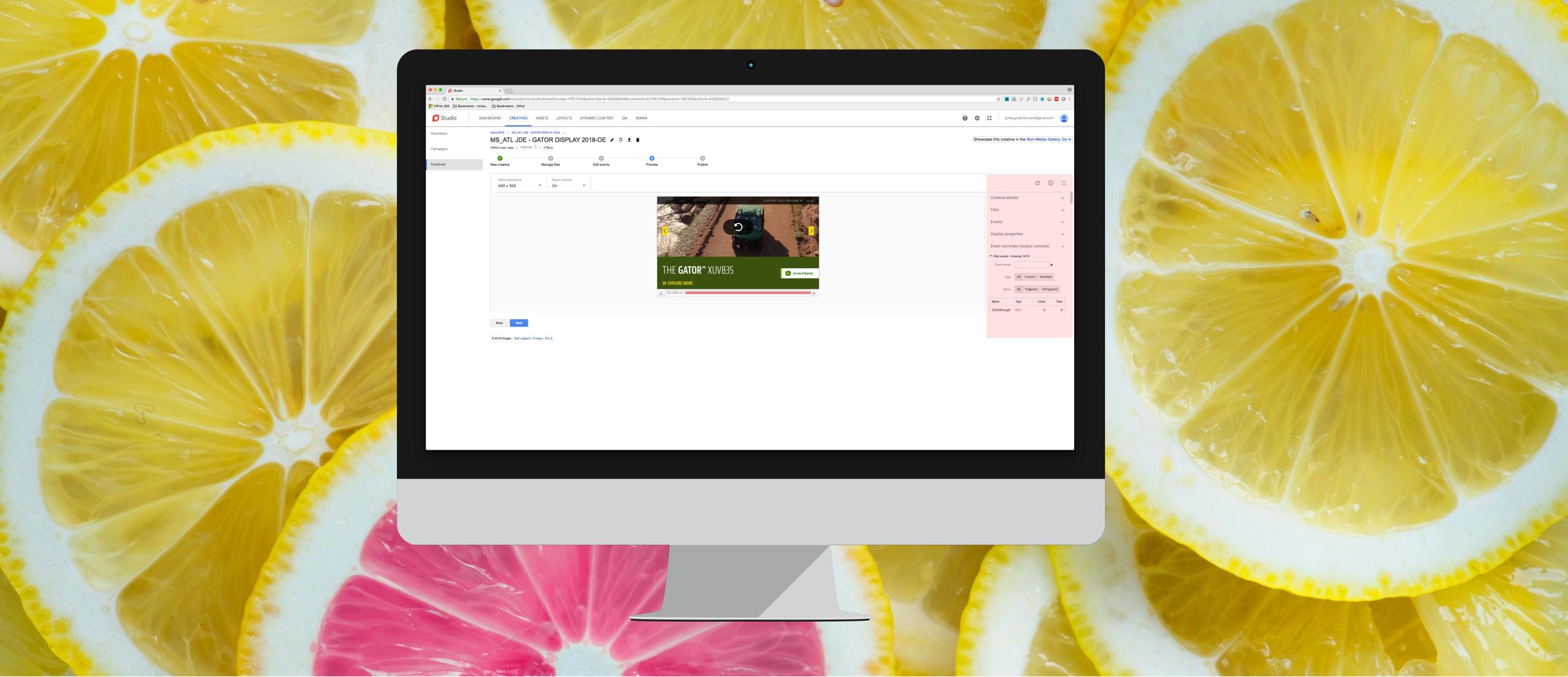


DOUBLECLICK AD/CAMPAIN SETUP

When the Preview screen first loads, the menu shown here on the left side is not visible and the Hide Details button is labeled as Show Details. After clicking that, this menu is displayed.

The pane that is opened at load is the Event Summary. This will show what events (both Custom and provided by DoubleClick's API) are available. If filtering by Triggered, only the events that have fired will display.



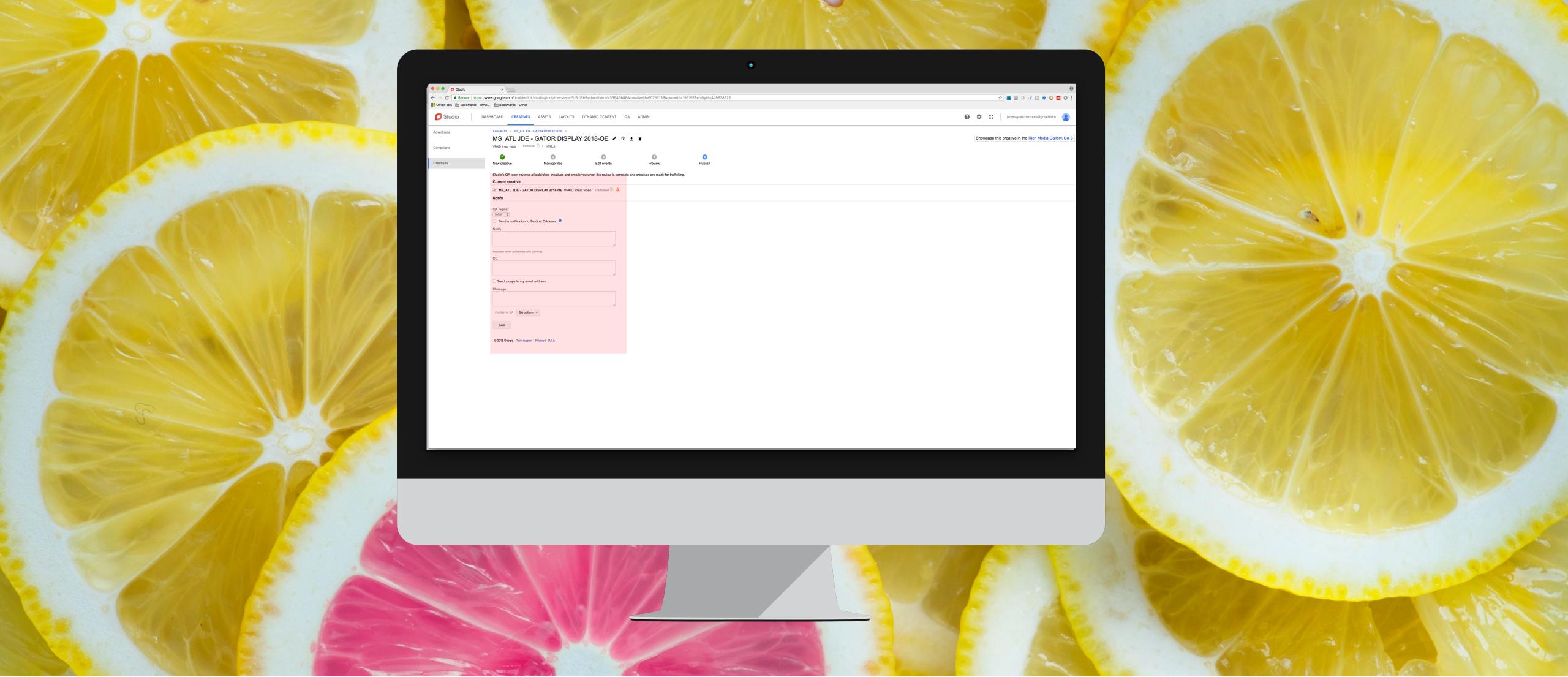


DOUBLECLICK AD/CAMPAIGN SETUP

Additionally, if we select the Display Properties pane, additional properties can be set or adjusted. Since this unit expands, we set the Expanded Width and Height here. If the ad were a floating format, we could also set the Top and Left Offset.

However, this example is an Xplore, so we need to start by clicking the video play button to activate the ad. We can view all reporting labels and events in the Display Properties pane.





DOUBLECLICK AD/CAMPAIGN SETUP

The final steps that we can take within the Studio platform is to Publish. The Trafficker email address should be the person who is pushing the ad into the Ad Labs account. We must select to Send a Notification to DoubleClick's QA Team in order to go through the correct channels of QA.

The Notify and CC fields are for additional people who should be aware of the status of ads during QA. Always include the NA XAL dl. Any notes regarding the ad unit should be included in the Message field before selecting to Publish to QA.



A close-up photograph of numerous lemon and grapefruit slices arranged in a overlapping, circular pattern. The colors range from bright yellow lemons to vibrant pink grapefruits. A large, semi-transparent white rectangular box is positioned in the center-left area of the image, containing the text.

05

STUDIO TAGS AND REPORTING

TAGS AND REPORTING

Due to the type of account we have in DoubleClick Studio (as opposed to DCM or DFA [DoubleClick for Advertisers]), we are unable to generate placement tags, implement or update clickthroughs or trackers, nor can we generate or view reporting of any kind.





THANK
YOU

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