Fuse Implementation Guide

The fuse code consists of three main parts:

1. The library initiation
2. The ad slot declaration
3. The ad units

The library initiation

The first line of code loads the DFP Library, the 'async' attribute guarantees that the script will be loaded asynchronously, which means the rest of the page can continue loading while DFP is initiated.

```
<script async='async'
src='https://www.googletagservices.com/tag/js/gpt.js'></script>
```

The ad slot declaration

The next bit of code sets key values which can later be used to target specific pages on each site. Some of these variables will have to be populated with details from your site.

```
var fusetag = fusetag || {}, googletag = fusetag;
fusetag.cmd = fusetag.cmd || [];
var pl_industry = ['%INDUSTRY%'];
var pl_category = ['%CATEGORY%'];
var pl_pageid = '%PAGE_ID%';
var pl_profanity = '%PROFANITY%';
```

pl_industry - defines the publisher's overall industry, independent of category of current page e.g. retail, classified, news, sport etc.

pl_category - an array that, defines category of the page e.g. ['politics', 'news', 'football']

pl_pageid - unique page identifier, in case a page has to be targeted individually. This should be generated by the publisher.

pl_profanity - 'true'/ 'false' string value, which will have to be set dynamically based on the content of the page. If we receive a policy violation, this will have to be switched to 'true';

Each of the key values above are referenced in the functions below, which set the targeting for the page.

```
fusetag.cmd.push(function() {
...
  fusetag.pubads().setTargeting('industry', pl_industry);
  fusetag.pubads().setTargeting('category', pl_category);
  fusetag.pubads().setTargeting('profanity', pl_profanity);
  fusetag.pubads().setTargeting('pageid', pl_pageid);
...
});
```

The following lines are used for rules testing to optimise AdExchange for your website.

```
fusetag.cmd.push(function() {

...
  var adomik_pagetarget = Math.ceil(Math.random()*100);
  fusetag.pubads().setTargeting('publift_mv_testing',
adomik_pagetarget>10?'optimized':((adomik_pagetarget%10)==0?'benchmark':'explo
ration'+(adomik_pagetarget%10)));
...

});
```

In the next set, all ad slots are defined and are used as reference to determine what ads to serve where. Each slots matches up with a unique ad unit placed within the page.

```
fusetag.cmd.push(function() {
  fusetag.defineSlot('/57488211/PL_publift_article_leader_top', [[728, 90],
[320, 50]], 'pl-fuse-ad-1234567889').addService(fusetag.pubads());

  fusetag.defineSlot('/57488211/PL_publift_article_mrec_1', [[300, 250],
[300,600]], 'pl-fuse-ad-1234567889').addService(fusetag.pubads());

  fusetag.defineSlot('/57488211/PL_publift_article_mrec_incontent', [300,
250], 'pl-fuse-ad-1234567889').addService(fusetag.pubads());

  ...
});
```

The ad units

These are the ad units which are targeted by the ad slot code above. Place each unit in the position where you want it to appear within the page.

```
<!-- /57488211/PL_publift_article_leader_top -->
<div id='pl-fuse-ad-1234567889' style='min-height:90px; width:728px;'>
<script> fusetag.cmd.push(function() {
fusetag.display('div-gpt-ad-1471844728775-0');
}); </script>
</div>

<!-- /57488211/PL_publift_article_leader_top -->
<div id='pl-fuse-ad-1234567889' style='min-height:250px; width:300px;'>
<script> fusetag.cmd.push(function() {
fusetag.display('div-gpt-ad-1471844728775-0');
}); </script>
</div>

<!-- /57488211/PL_publift_article_leader_top -->
<div id='pl-fuse-ad-1234567889' style='min-height:250px; width:300px;’>
<script> fusetag.cmd.push(function() {
fusetag.display('div-gpt-ad-1471844728775-0');
}); </script>
</div>
```