Implementing Dental Fas Listings for Campaign 345234234

Setting up the FAS Implementation

The Form Abandonment Solution (FAS) is a way for you to monetize from those visitors that decided to close your main form. Once the form is closed, VantageMedia's PPC listings will be shown to the visitor, enabling you to make revenue from that visit.

The following code will allow you to use the FAS functionality on your site, displaying VM listings and a main offer. To set up the FAS you will need to carry out 2 steps; Step 1 will indicate how to trigger FAS from a specific page or pages and Step 2 gives you instructions on how to tell FAS where the PPC listings page (Results page) is located within your site.

Step 1

Locate where you want to place the FAS behavior and the target URL to your VM listings page is (it can be on a URL like **www.yourdomain.com/results-fas.html**). Remember that FAS needs to be placed on each page where you want it to trigger the PCC listings option. FAS script will interact with the search box on that page.

Copy and paste the code found inside **Box 1** at the bottom of the landing page where you want to setup the FAS solution to trigger.

Box 1

```
<!-- **************** VANTAGE MEDIA FAS **************** -->
<script>type="text/javascript" src="//images.vantage-media.net/p/ads/vm_app_fas.js"><
<script type="text/javascript">
vm_fas({
"displayId" : 234234,
"publisherId" : 234234,
"url" : "/results-page-fas/"
});
</script>
<!-- **************** VANTAGE MEDIA FAS **************** -->
```

Step 2

In the "url" parameter, replace its current value "/results-page-fas/" with the Target URL you located on Step 1. Example: "/results-page/" replace with "www.mas.com.com/results-fas.html".

What do the parameters mean?

displayId (required)= publisher unique display Id. This ID is unique to each display you may have on your site, make sure you are using the correct one as styling may be compromised when using the wrong *displayId*. Your displayId for this implementation is (**234234**)

publisherId (required) = This is your Publisher ID, and it will be assigned when you register on VantageMedia's Platform. Your Publisher ID is (**234234**)

url (required) = This is the target URL for the searchbox form. It will be set in the searchbox form action attribute. In this case the action will be "/results-page" because that's going to be the landing page for the search.

fasUrl (OPTIONAL) = Manually specifies the URL to open as the main offer instead of being obtained automatically from your page. If you're not sure, don't use it.

Now that you have FAS functionality on your site, you'll need to set up the page where the PPC Listings will be shown (Results page or SERP). Next section will explain the SERP's Setup.

Setting Up the Results Page

To set up the Results Page (SERP) on your site, create a new page where you want listings to be displayed (suggested name is results.html). Once created simply copy/paste the content of Box 2 inside the container where you need the Ads to be shown.

Box 2

```
<!-- **************** VANTAGE MEDIA FAS **************** -->
<script type="text/javascript" src="//images.vantage-media.net/p/ads/vm_app_fas.js"></script>
<script type="text/javascript">
vm_fas({
"displayId" : 234234,
"publisherId" : 234234,"campaign" : 345234234,
"MD" : 234234,
"location" : "",
"adsource" :"",
"maxResults" : "8",
"url" : "/results-page-fas/"
});
</script>
<!-- **************** VANTAGE MEDIA FAS **************** -->
```

What do the parameters mean?

displayId (required)= publisher unique display Id. This ID is unique to each display you may have on your site, make sure you are using the correct one as styling may be compromised when using the wrong *displayId*. Your displayId for this implementation is (**234234**)

publisherId (required) = This is your Publisher ID, and it will be assigned when you register on VantageMedia's Platform. Your Publisher ID is (**234234**)

campaign (required) = Campaigns are used to track separate implementations, placements or traffic sources. The Campaign ID for this implementation is (**345234234**)

md (required) = Marketplace definition is an internal parameter that identifies the vertical. **Always set to 11** . (e.g. "md": "234234").

Location = Use this parameter to pass the location of the user making the query. The accepted values of this parameter are zip code or state abbreviation.

- Passing state. (e.g. "location": "**CA**")
- Passing zip code. (e.g., "location": "**90210**")

Note Important: If the location parameter it's sent empty or is not sent by the URL, the results will be shown from where the query it's being made.

EngagementOption = this filter will allow you to obtain different types of engagements: clicks, calls or both. When not specified, it will default to clicks and Call. See **documentation**.

Adsource = you can use this parameter to keep track of traffic sources that have a maximum size of 200 characters. (e.g. "adsource": "**organic**", "adsource": "**paidtraffic**")

PublisherTrackingID = additional parameters that have a maximum size of 32 characters (letters, numbers, underscore and dash).Mostly used for unique visitor tracking.

maxResults = Number of Ads to be shown. (e.g. "maxResults": "**8**")

Filters and Super Bids Parameters

See the following documentation to use the rest of parameters that every product uses:

http://docs.vantage-media.net/

Filters and Super Bids Parameters

http://www.mas.com.com /results.html?**location=90210**