

Implementing Multi Vertical Search Box and Listings for Campaign 234234

Setting up the Search box

The following are simple steps to set your Auto Search Box:

Step 1

Locate where you want to place your Search Box and the target URL to where your results page is (it can be on a URL like **www.asdfsdfsdf@asd.com.com/results.html**).

Step 2

Copy/paste the search box's code shown below and make sure to place it inside the container where you want the search box to appear.

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_load({
  "displayId" : 234234,
  "publisherId" : 234234,
  "action" : "/results-page/"
  "method" : "get"
});
</script>
<!-- ***** VANTAGE MEDIA FAS ***** -->
```

Step 3

In the "action" parameter, replace its current value "/results-page/" with the Target URL you located on Step 1. Example: "/results-page/" replace with "www.asdfsdfsdf@asd.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)**

action (**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.

method = This indicates the method the form will use when submitted. Values can be "get" or "post". Default is get, post won't work unless you catch the parameters in the backend and echo them on the results page code. If you're not sure use "get".

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 type="text/javascript">
vm_load({
  "displayId" : 234234,
  "publisherId" : 234234,
  "campaign" : 234234,
  "vmProdId" : 234234,
  "location" : ""
  "adsource" : ""
  "maxResults" : "8"
});
</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 **(234234)**

vmProdId (**required**) = Product type, is an internal parameter that identifies the product you want to display on your results. See Table for reference. **Always set to 11.** (e.g. "md": "**234234**").

Multiproduct :

autoinsurance.net

healthplans.com

CREDITandLOAN.com

UNIVERSITY.COM

| Value | Product | Example of parameter with value |
|-------|--------------------------|---------------------------------|
| 200 | DHS | "vmProdId" : "200" |
| 302 | Mortgage Refinance | "vmProdId" : "302" |
| 301 | Mortgage Purchase | "vmProdId" : "301" |
| 303 | Mortgage Poor Credit | "vmProdId" : "303" |
| 400 | Auto Insurance | "vmProdId" : "400" |
| 501 | Individual and Family | "vmProdId" : "501" |
| 504 | Short-Term | "vmProdId" : "504" |
| 502 | Group | "vmProdId" : "502" |
| 503 | Guaranteed Issue | "vmProdId" : "503" |
| 505 | Student Health Insurance | "vmProdId" : "505" |
| 600 | Life Insurance | "vmProdId" : "600" |
| 700 | Auto - Tier 2 | "vmProdId" : "700" |
| 800 | Home Insurance | "vmProdId" : "800" |
| 900 | Renters Insurance | "vmProdId" : "900" |
| 1000 | Medicare Supplemental | "vmProdId" : "1000" |
| 1100 | Dental | "vmProdId" : "1100" |
| 1200 | Personal Loan | "vmProdId" : "1200" |

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")

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Example of a Query String

<http://www.asdfsdfsdf@asd.com.com /results.html?location=90210>

Filters and Super Bids Parameters

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

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