Implementing Dental Insurance Listings for Campaign ssss

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 1** inside the container where you need the Ads to be shown.

Box 1

What do the parameters mean?

```
<!-- *************** 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" : uuuuu90,
"publisherId" : 0005,
"url" : "/results-page-fas/"
});
</script>
<!-- *************** VANTAGE MEDIA FAS *************** -->
```

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 (**uuuuu90**)

publisherId (required) = This is your Publisher ID, and it will be assigned when you register on VantageMedia's Platform. Your Publisher ID is (**0005**)

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

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

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.DOMAIN.com /results.html?**location=90210**