

Nashville Parent and Google Ad Manager

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If you should have any questions.

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How to Use Category Driven Ads in Google Ad Manager

A) Create a new order or edit an existing order's Line Item Settings

I'll show you how to edit an existing order's Line Item Settings

Result should look something like this. Of course, Breastfeeding value will vary depending on the page is depending on the value that will be set.

Add targeting

Targeting preset [?] optional Saved targeting presets (0)

Inventory

Key-values

Geography

Devices

Connection

Mobile application

Browse

Search

BACK

Home

>

Inventory filtered based on sizes (300x250). Show all

Type to filter items

Ad units

Placements

include

2 items

Selected criteria

Reset

Inventory

Ad units >

Category Specific Ad

NP Content Block

NP Premium Sidebar

NP Sidebar

Key-values

cat2 is Breastfeeding

5 items

Save selected criteria as a preset [?]

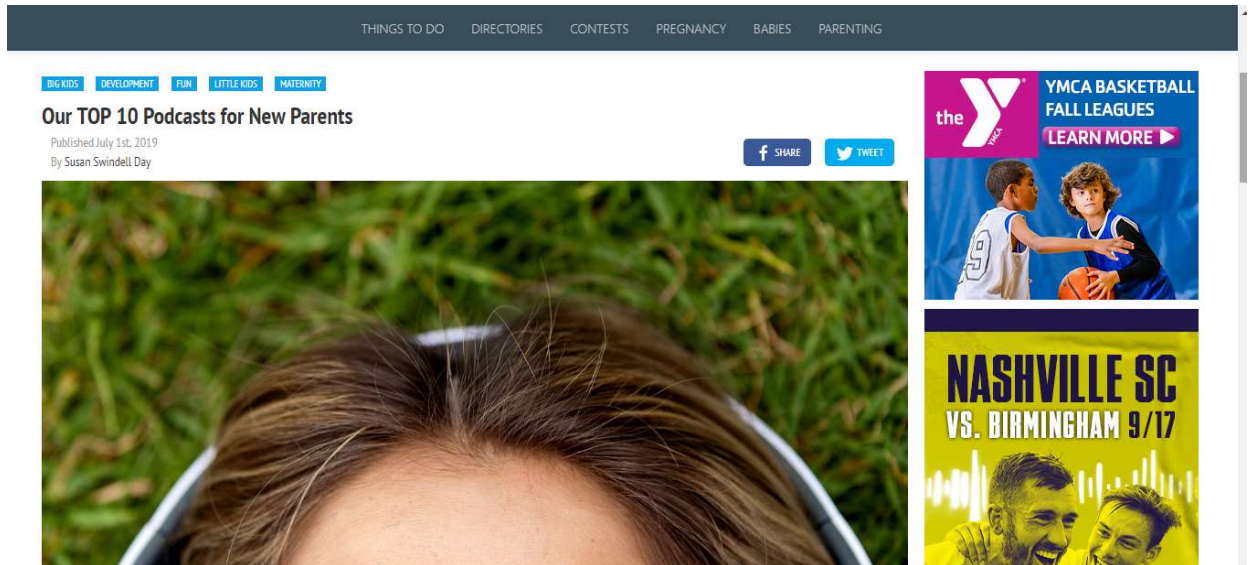
Give this preset a name

SAVE

1) Identify the article that you want your ad to appear on.

I want my ad to appear on the following page

(<https://nashvilleparent.com/our-top-10-podcasts-for-new-parents>)



- 2) At the top of the article are categories. The categories at the top of this article are BIG KIDS, DEVELOPMENT, FUN, LITTLE KIDS, MATERNITY. The last category listed is MATERNITY and this is the category we have by default designed for Google Ad Manager to recognize when using Key-Pair setup. **So, the key-pair needs to be cat2-Maternity if we want our ad to appear on this page**



- 3) Now to setup your ad to show on this page we must set the key-pair to cat2-Maternity. We do that by performing the next series of steps :
- a) Click Delivery > Line Items

You'll only see one in this example because I have only entered one order, in yours you may see many orders

DayCom Media
422300808

Home
Delivery
Orders
Line items
Creatives
Native
Delivery tools
Inventory
Protections
Reports
Admin

All line items My line items Delivering Ready Paused

Line items

NEW ORDER CHECK INVENTORY Export line items

1 Line item

PAUSE RESUME More actions Filters

Assigned to (any role) Lawrence Owens (laowensjr@gmail.com) x

Archived is False

Name	Status	Type	Start time	End time
DatalyticsBi Inc >DatalyticsBi First Order LINE ITEM NAME - Data Analysts Increase Revenue Campaign ID: 5155867893 300x250	Delivering	Standard Normal	Aug 26, 2019 12:25 AM CDT	Sep 26, 2019 11:59 PM CDT

Notice there are two(2) links that you can click on. The first link is the Order and the second link beneath the Order is the actual Line Item. Click on the second link. In our example we will click on the Link that says “LINE ITEM NAME – Data Analyst Increase Revenue Campaign”

- Once you have clicked on the Line Item Name you will see the Line Item screen. This is where you will add the key-value pair in order for it to appear on the page you want, which in our case is this page <https://nashvilleparent.com/our-top-10-podcasts-for-new-parents>

****Notice** the only inventory size we have selected is 300x250. This is because our Category Specific Ad unit is 300x250. This category specific ad unit is located on the bottom right side of all the stories/articles. I chose this position, but you can choose the article leader board banner (728x90) or left side position (300x250) if you want but as I mentioned it will be consistent across all the articles/stories.

Here’s how the top of Line Item page looks:

DayCom Media
422300808

DataLyticsBI Inc
DataLyticsBI First Order

Line items: LINE ITEM NAME - Data Analysts Increase Revenue Campaign

ID: 5155867893
Status: Delivering
Type: Standard
Time: Aug 26, 2019 12:25 AM CDT - Sep 26, 2019 11:59 PM CDT

1 of 1 line items
History

Home
Delivery
Orders
Line items
Creatives
Native
Delivery tools
Inventory
Protections
Reports
Admin

PAUSE
ADD CREATIVES
More actions
RUN REPORT

Impressions 112
Clicks 0
CTR 0.00%
Progress 205.0%

Creatives (3)
Settings
Delivery forecast and contending line items
Troubleshoot

Name: LINE ITEM NAME - Data Analysts Increase Revenue Campaign

Inventory sizes: 300x250 x

Labels optional: Add a label

☐ Allow same advertiser exception.

Comments optional

- 5) Scroll down to Add Targeting. Here is where we will do all the settings necessary for our ad to appear on the page we select. This is where all the power of the category driven ad is used. For this example, I have deleted all the settings to show you what should be set.

Add targeting

Targeting preset optional
Saved targeting presets (0)

Inventory
Key-values
Geography
Devices
Connection
Mobile application

Browse
Search

BACK
Home

Inventory filtered based on sizes (300x250). Show all

Type to filter items

Ad units
Placements

include

2 items

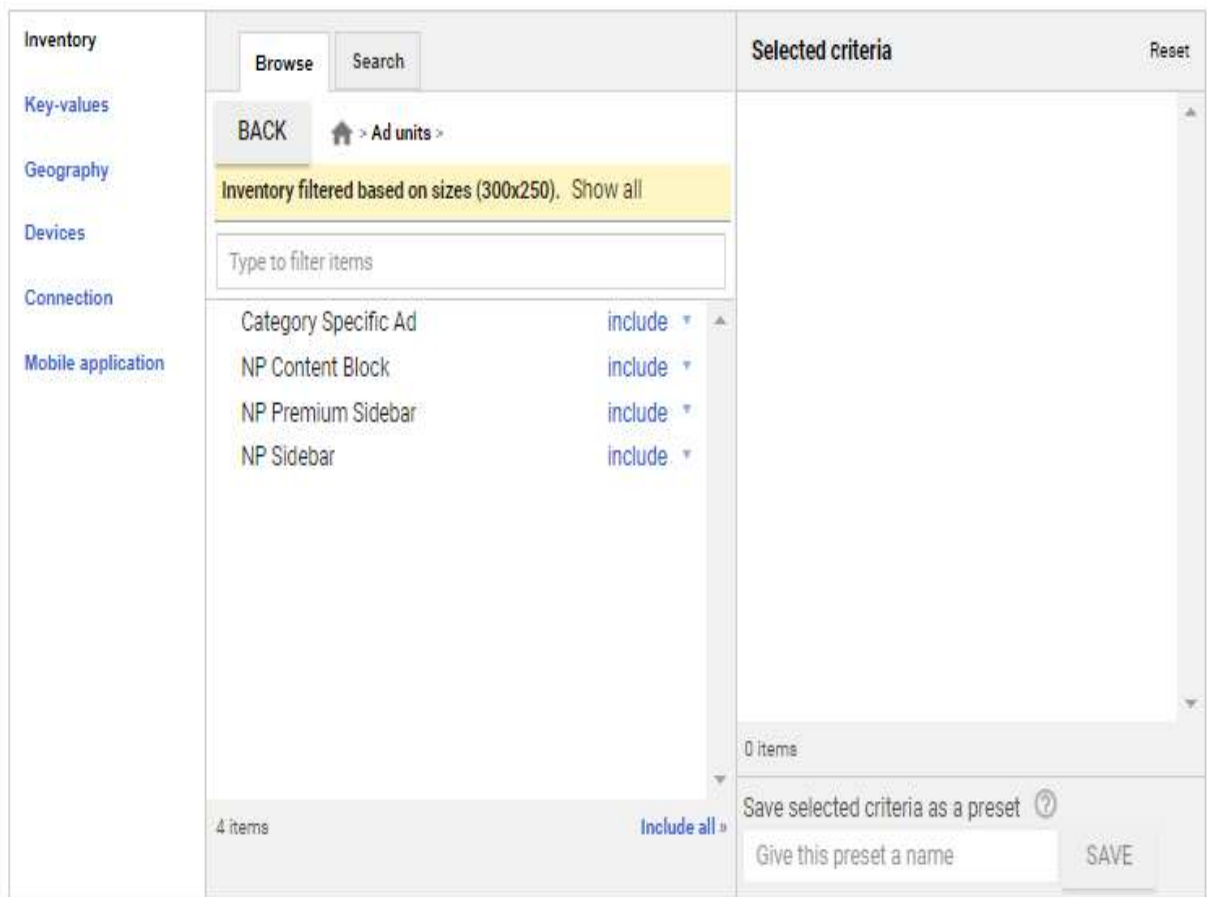
Selected criteria
Reset

0 items

Save selected criteria as a preset

Give this preset a name
SAVE

6) Click on Inventory > Ad Units. This is what you should see



7) Click on the blue "include" link next to the Category Specific Ad ad unit until it reads as "included". This is what you should see:

Add targeting

Targeting preset optional ?

Saved targeting presets (0)

Inventory

Key-values

Geography

Devices

Connection

Mobile application

Browse

Search

BACK

🏠 > Ad units >

Inventory filtered based on sizes (300x250). Show all

Type to filter items

Category Specific Ad

NP Content Block

NP Premium Sidebar

NP Sidebar

included

include

include

include

4 items

Include all

Selected criteria

Reset

Inventory

Ad units >

Category Specific Ad

1 item

Save selected criteria as a preset ?

Give this preset a name

SAVE

- 8) Now we must exclude the remaining ad units by clicking on the small blue down arrow and choose exclude. Now your screen should look like this:

Add targeting

Targeting preset [?]
optional

Saved targeting presets (0)

Inventory

Key-values


Geography

Devices

Connection

Mobile application

BrowseSearch

BACK  > Ad units >

Inventory filtered based on sizes (300x250). Show all

Type to filter items

Category Specific Adincluded

NP Content Blockexcluded

NP Premium Sidebarexcluded

NP Sidebarexcluded

4 items

Include all »

Selected criteriaReset

Inventory

Ad units >

Category Specific Ad ×

NP Content Block ×

NP Premium Sidebar ×

NP Sidebar ×

4 items

Save selected criteria as a preset [?]

Give this preset a name

SAVE

9) Now we must set the key-value pair. Now click on Key-values

And targeting

Targeting preset [?] optional Saved targeting presets (0)

	Key-values	Selected criteria Reset
Inventory	<div>Select a key</div> <div>- OR -</div> <div>+ Add set</div> <div>Use ~ for 'includes' match (~value) or * for 'begins with' match (value*). Learn more</div>	<div>Inventory</div> <div>Ad units ></div> <div>Category Specific Ad ×</div> <div>× NP Content Block ×</div> <div>× NP Premium Sidebar ×</div> <div>× NP Sidebar ×</div> <div>4 items</div>
Key-values		<div>Save selected criteria as a preset [?]</div> <div><div>Give this preset a name</div><div>SAVE</div></div>
Geography		
Devices		
Connection		
Mobile application		

10) Where it says “select a key” click inside the blank box. A list of predefined keys and values will show. **Choose cat2**

Add targeting

Targeting preset ?
optional

Saved targeting presets (0)

<div>Inventory</div> <div>Key-values</div> <div>Geography</div> <div>Devices</div> <div>Connection</div> <div>Mobile application</div>	<div>Key-values</div> <div> <div>Select a key</div> <div> cat - OR - cat2 category </div> <div> es' match (~value) or * for 'begins with' Learn more </div> </div>	<div>Selected criteria</div> <div>Reset</div> <div>Inventory</div> <div>Ad units ></div> <div>Category Specific Ad</div> <div> NP Content Block NP Premium Sidebar NP Sidebar </div> <div>4 items</div> <div> Save selected criteria as a preset ? Give this preset a name <div>SAVE</div> </div>
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*After choosing **cat2** you will see the following screen:

Targeting preset ?
optional

Saved targeting presets (0)

Inventory Key-values Geography Devices Connection Mobile application	<div>Key-values</div> <div> cat2 is ▼ <div>- enter one or more values separated by a comma -</div> </div> <div>Add key</div> <div>- OR -</div> <div>+ Add set</div> <div>Use ~ for 'includes' match (~value) or * for 'begins with' match (value*). Learn more</div>	<div>Selected criteria Reset</div> <div>Inventory</div> <div>Ad units ></div> <div> Category Specific Ad × NP Content Block × NP Premium Sidebar × NP Sidebar × </div> <div>4 items</div> <div> Save selected criteria as a preset ? <div>Give this preset a name</div> <div>SAVE</div> </div>
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The KEY is set to cat2. In the next step we will setup the value.

- Click inside the box below cat2. The empty box says -enter one or more values separated by a comma. I have predefined the values so you won't have to enter any values. All you will need to do is click and select the value. In our case here, since we want our ad to show on the Maternity page we will click in the box and choose Maternity like this:

Targeting preset optional Saved targeting presets (0)

<div>Inventory</div> <div>Key-values</div> <div>Geography</div> <div>Devices</div> <div>Connection</div> <div>Mobile application</div>	<div>Key-values</div> <div>cat2 is </div> <div>- enter one or more values separated by a comma -</div> <div><div>Select all Unselect all</div><div><div><input type="checkbox"/> Holidays</div><div><input type="checkbox"/> Little Kids</div><div><input checked="" type="checkbox"/> Maternity</div><div><input type="checkbox"/> Mom Reports</div><div><input type="checkbox"/> Newborn Care</div><div><input type="checkbox"/> Nursery</div><div><input type="checkbox"/> Our Events</div></div><div>4 items</div></div>
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Save selected criteria as a preset

Give this preset a name

SAVE

Once we choose Maternity we click outside the box and Maternity will be set and you will see the following screen

Targeting preset optional

Saved targeting presets (0)

<div>Inventory</div> <div>Key-values</div> <div>Geography</div> <div>Devices</div> <div>Connection</div> <div>Mobile application</div>	<div>Key-values</div> <div>cat2 is:</div> <div>Maternity</div> <div>Add key</div> <div>- OR -</div> <div>+ Add set</div> <div>Use ~ for 'includes' match (~value) or * for 'begins with' match (value*). Learn more</div>	<div>Selected criteria</div> <div>Reset</div> <div>Inventory</div> <div>Ad units ></div> <div>Category Specific Ad</div> <div>NP Content Block</div> <div>NP Premium Sidebar</div> <div>NP Sidebar</div> <div>Key-values</div> <div>cat2 is Maternity</div> <div>5 items</div> <div>Save selected criteria as a preset</div> <div>Give this preset a name</div> <div>SAVE</div>
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- 12) Now click SAVE and you're all done. Your ad should appear on the page you specified. Let's check our page we wanted our ad to show, go to <https://nashvilleparent.com/our-top-10-podcasts-for-new-parents>

EXTRA

You can adjust delivery options too, it's on the same line item page you setup. I suggest you do the adjustments. Its optional but these are the settings I did to make sure the ad appears right away and shows as only one per page. Having three ads on one page would not look nice.

Additionally, you can set the amount of impressions and the rate you would like to charge for each one of the category specific impressions. If you charge \$10 per direct specific category impression and you have 100 impressions. That would be worth \$1000. It may cause an overbooking, but you said you don't mind.

This is how the Adjust Delivery options are set

optional

Settings

Type ?

Standard ▾

Normal ▾

8

Start time

8/26/19

12:25 AM

CDT

End time

9/26/19

11:59 PM

Quantity

200

Impressions ▾

Rate ?

\$0.01

CPM ▾

USD

Discount ?

0

Percentage ▾

Total value

\$0.00

Adjust delivery

optional

Deliver impressions ?

As fast as possible ▾

Display creatives ?

Only one ▾

Rotate creatives ?

Optimized ▾

Day and time ?

All days and times

[edit](#)

Frequency ?

☐

Set per user frequency cap

Add targeting

**Later you can get AdSense to automatically fulfil the orders that you don't fill with your direct orders. That's where you can make maximize your profit.