

How to book ads to the front screen module(s) of your app using Google DFP

When your app with the Google DFP SDK has been built, you can start booking ads into the front screen module(s) in your ePaper app for iOS and Android. This guide will describe how to book the ads.

1 Understanding Google DFP

If you are new to Google DFP, it might be helpful to know some basic terminology in order to understand the setup when combined with your ePaper app. Once logged in to your account (see separate guide on how to create an account), Google DFP is operated in four levels:

1. **Ad Units:** These are equivalent to the front screen modules in the app. One Ad Unit can be placed in more apps, also across iOS and Android.
2. **Order:** An order is a group of Line Items (Line Items explained below). An example: An advertiser has ordered a campaign of four different ads that have different active periods. These make sense to group in the same order.
3. **Line Items:** A line item contains one or a group of ads that should have the same booking preferences, e.g. same active period, same Ad Units, same targeting preferences etc.
4. **Creatives:** A Creative is the same as an ad and is inserted on a Line Item. It is possible to insert more Creatives on one Line Item, but in order to keep a clean setup and guarantee ad exposure, *we strongly advise you to insert only one Creative per Line Item.*

In this guide we will use the term *campaign* to describe a collective setup containing all the above four elements.

2 Creating a campaign

To create a campaign you must create an order, create a line item and upload a creative. Following explains how to do that.

2.1 Create an Order and a Line Item

When creating an order, you will automatically create your first Line Item of that Order.

1. Click the “Delivery” tab in the left panel
2. Click “Orders” or “Line Items”
3. Click the green “New order” button

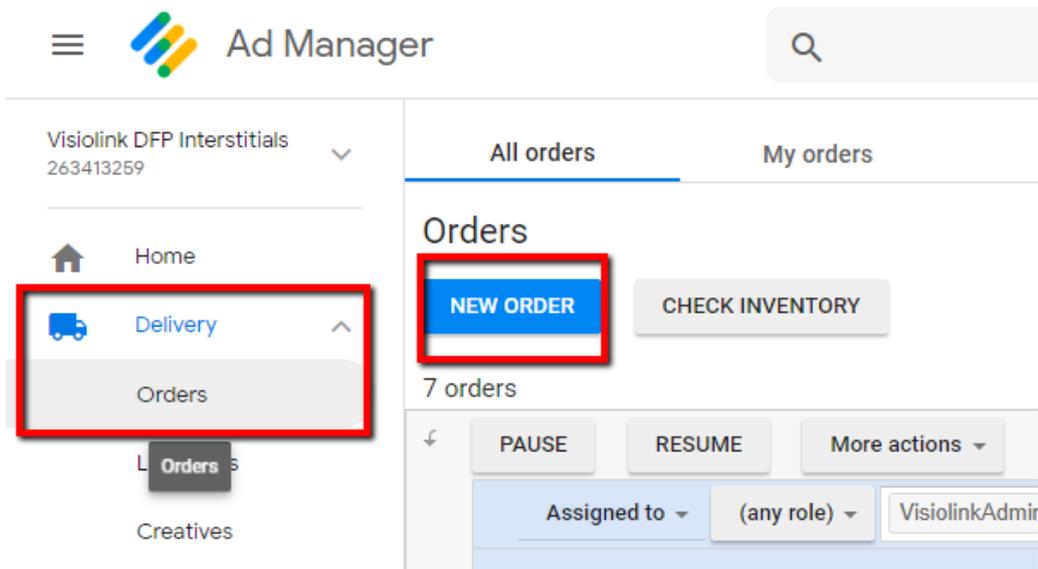


Illustration 1: Making a new order

4. On the next screen, give your order a name and select or create an advertiser

Now you are ready to create a Line Item that decides all preferences of the creatives booked to it. Here all mandatory fields will be mentioned along with some useful optional settings.

5. Name the Line Item
6. Click the Size field and choose "Visiolink Native Template (native)" from the drop down
7. Under "Settings" further below, enter a start time and an end time of your campaign
8. Choose how many times creatives booked to this Line Item should be shown or clicked. If this number is reached before the end time has come, the creatives will no longer be shown (write a big number to ensure that the creatives are shown throughout the whole active period)
9. Under "Adjust delivery" you should set the "Deliver impressions"-option to As Fast As Possible (at least when testing the ad is shown in the app).
10. Under "Add targeting" you select which Ad Units to target. Click on "Ad Units" in the box and then select one or more Ad Units to include.
11. Furthermore, you can add for example geographical area or platform (iOS or Android) if you want to target devices more specifically (optional).
12. Click "Save"

2.2 Upload your creatives using the Native Ad Template

We always recommend you to book ads using the Native Ad Template (called Visiolink Native Template) you have imported into your account. By using this Native Ad Template you are certain to display correctly fitted images in your apps, and you are using a setup that has been (and will continuously be) thoroughly tested by the Visiolink QA department.

The template consists of nine variables, each with a different purpose. The purpose of each variable will be explained in the following sections.

Visiolink Native Template

Name

Target ad unit size Native

User-defined variables

html
optional

1

html_url
optional

landscape_phone Der er ikke valgt nogen fil
optional

portrait_phone Der er ikke valgt nogen fil
optional

landscape_tablet Der er ikke valgt nogen fil
optional

portrait_tablet Der er ikke valgt nogen fil
optional

any_phone Der er ikke valgt nogen fil
optional

any_tablet Der er ikke valgt nogen fil
optional

any Der er ikke valgt nogen fil
optional

2

Click-through URL
optional

3

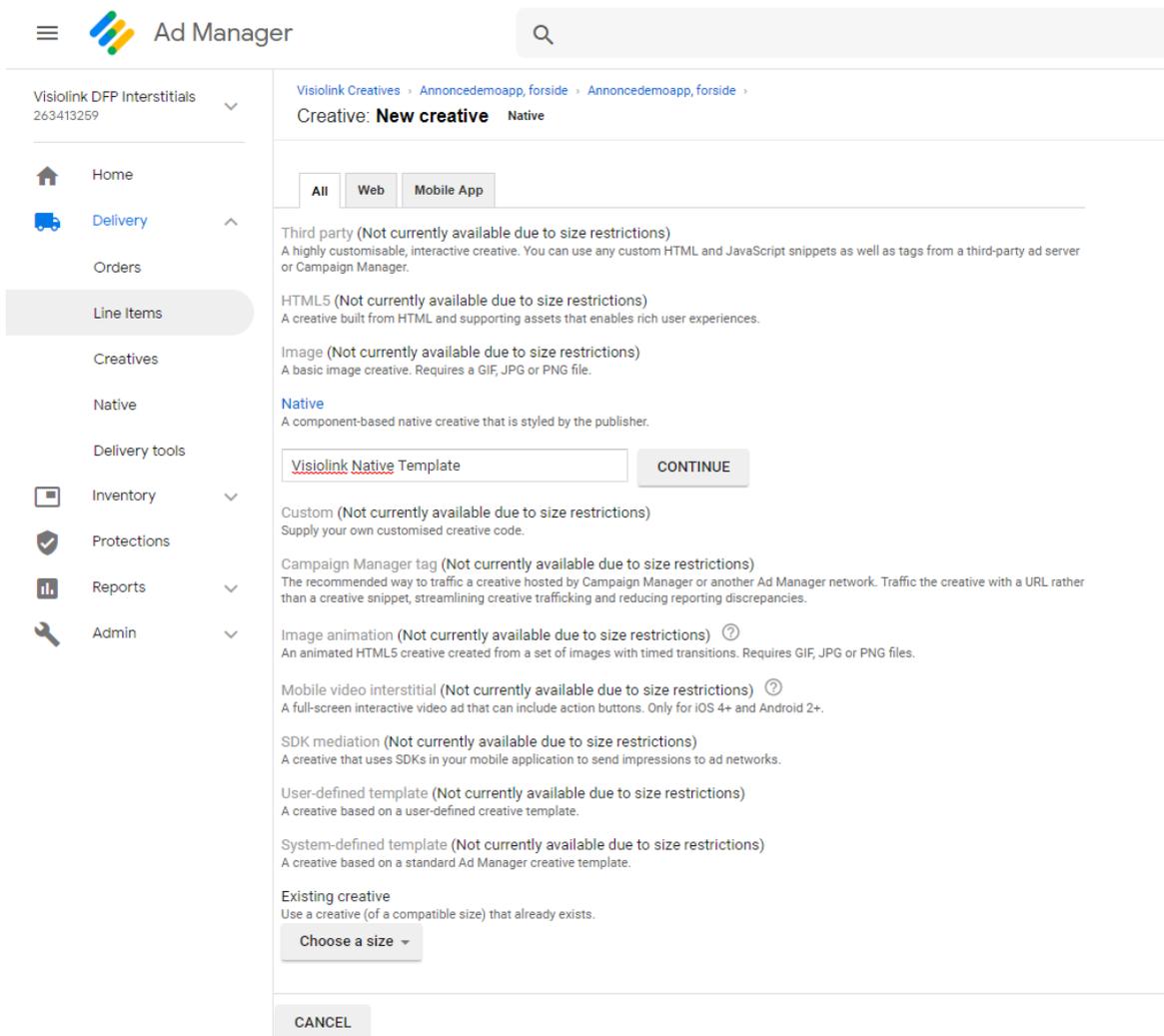
Labels
optional

SSL compatible Not yet scanned [override](#)

Custom fields
optional

2.3 Booking image ads

1. Open the Line Item to which you would like to book your ad
2. Click "Add creatives" -> "new creative"
3. In the next screen the only active ad option should be "Native"
4. Click on "Native", click in the text input field, select "Visiolink Native Template"



5. In the next screen, give the creative a name
6. You will now see the possibilities to upload material plus a click-through URL from illustration 3 above (numbered 2). Following an explanation to each of the image fields:
 - a. landscape_tablet, portrait_tablet, landscape_phone and portrait_phone: Uploading an image to one or more of these four fields will target the exact devices in the given orientation. So if you have an ad you only want to have shown to readers using a tablet held in landscape mode, you should only book it to the landscape_tablet field.
 - b. any_tablet and any_phone: Use these if you want the same ad to go out in both orientations but differentiate it on tablet and phone.
 - c. any: This is the easiest way to book an image ad, as you can upload just one image that will be shown on all devices in both orientations.
7. In all cases you must add a click-through URL (numbered 3 in illustration 3) to define which website users should open when they tap the ad.

Example: An advertiser has delivered an image with a lot of detailed information that will be too small on phone-sized screens. Therefore, it should only be displayed on tablets in both orientations. This will result in the following booking:

Ad Manager

Visiolink DFP Interstitials 263413259

Home

Delivery

Orders

Line Items

Creatives

Native

Delivery tools

Inventory

Protections

Reports

Admin

Visiolink Creatives > Annoncedemoapp, forside > Annoncedemoapp, forside

Creative: **New creative**

Type: Creative template Advertiser: Visiolink Creatives

Visiolink Native Template

Name Tablet Campaign

Target ad unit size Native

User-defined variables

html optional expand

html_url optional expand

landscape_phone optional Vælg fil Der er ikke valgt nogen fil

portrait_phone optional Vælg fil Der er ikke valgt nogen fil

landscape_tablet optional Vælg fil Der er ikke valgt nogen fil

portrait_tablet optional Vælg fil Der er ikke valgt nogen fil

any_phone optional Vælg fil Der er ikke valgt nogen fil

any_tablet optional tablet_campaign.jpg edit

any optional Vælg fil Der er ikke valgt nogen fil

Click-through URL https://advertiserwebsite.com

Labels optional Add a label

SSL compatible Not yet scanned Override

Customised field Type to find items

SAVE CANCEL

8. Click “Save” when you have uploaded your material

Notes for displaying image ads in apps:

- We generally advise you to reuse some of the ad sizes that you use on your website. For phone and half modules, 300x250 px ads work well, and for full modules on tablets the standard size 930x180 px works well.
- However, by using the Visiolink Native Template there are no specific requirements regarding size of the booked image, the device will fit the image to the front screen module and display it. **Please notice** that the height of the ad module in the app is determined during the implementation project, so please consider which ads you are generally going to display and ask Visiolink to adjust the height accordingly
- If an ad does not fit the whole ad space, it will be centered
- An image will always keep it’s ratio, but it will be scaled up or down to fit into a module

2.4 Booking interactive ads

Booking of interactive html ads can succeed in two ways using the fields html and html_url (numbered 1 in illustration on page 3 above):

- a. Follow steps 1 through 4 above to select the Visiolink Native Template.
- b. html: insert an HTML snippet here to force the ad view in the app to render content as HTML.
- c. html_url: Insert a URL here in order to force the ad view in the app to render content as a URL.

Please note, that the system will require you to insert a Click-through URL in the Click-through URL field (numbered 3 in illustration 3 above). The app will ignore this URL, so the ad itself maintain full control of the view and what should happen when a user taps.

Important notes for booking interactive ads

The app is not able to differentiate between URL's that are supposed to open in the ad view (or not open at all, e.g. tracking URL's) and URL's that should open in a new browser window (either in-app-browser or external browser). As we give you full control of the ad view, we need a signal from the ad that an URL should open a browser. We have done this by looking for href tagged URL's. If a URL is href tagged it will open in an in-app browser/external browser. An example:

```
<a href=http://www.advertiserwebsite.com "></a>
```

3 General notes

- Ads are only shown when the user's device is online. If offline, a "no internet"-graphic will be shown