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Overview

Learning Objective

This workbook is your road map to the exercises that you will practice in a one-day classroom training session on DART for Advertisers (DFA).

Both the workbook and the classroom training are designed to teach you the most basic DFA tasks needed to achieve various campaign, trafficking, and reporting activities.

Upon successful completion of the exercises in this workbook, you will be able to perform the following tasks in DFA:

◊ Understand fundamental concepts in DFA
◊ Create advertisers and map sites
◊ Create campaigns
◊ Create placements and ads
◊ Upload creatives
◊ Make assignments
◊ Download, send, and test HTML site tags
◊ Traffic a campaign on your own
◊ Query a report in ReportCentral

Intended Audience

The workbook and the course are designed for users (such as Traffickers) who will interact directly with the DFA user interface to target, serve, and analyze online campaigns.

How To Use This Workbook

The workbook opens with a quiz that tests you on the Prerequisite Training assigned to you when you registered for this class. The trainer will instruct you on taking the quiz and will cover the answers in class.

Workbook exercises are mapped to lessons in the DFA classroom training. In these lessons, you will use this workbook to follow the trainer’s demonstrations. Use the outline of steps in each exercise as your road map to practice your trafficking workflow in class.

Illustrations in this workbook act as a compass of the DFA interface, navigating you to the jumping-off points for each task in your trafficking workflow.

In Exercise 10, you will traffic a campaign on your own. Use the outline of steps in this workbook to guide you through the entire trafficking workflow in this exercise.
Glossary
Terms and Definitions in DFA

- **ACCOUNT**: A database of campaign information that uses DART for Advertisers to serve targeted advertisements to websites and collect the performance data associated with these campaigns. Your DFA account encompasses all elements of your campaigns, such as site, advertiser, campaign, ads, reports, etc.

- **AD**: In DFA, “Ad” is an element of your account and is a container of creatives of the same size.

- **ADVERTISER**: The company that buys ad space in a website and supplies creatives for ads. In DFA, “Advertiser” is also an element of your account.

- **ASSIGNMENT**: The connection between the ad and the placement. The assignment is used to specify characteristics of how the creative is served, such as the click-through URL and the position of the creative in a rotation.

- **BANNER CREATIVE**: A graphical advertisement that is typically positioned at the top or bottom of the webpage, in a margin, or in another space reserved for ads.

- **CAMPAIGN**: In DFA, a campaign consists of a series of related ads. The campaign contains information on the start and end dates as well as volume for the campaign’s ads. “Campaign” is also an element of your account.

- **CLICK**: A measurement of an action performed by a user in which the user clicks (presses the mouse button) on an ad element and is sent to a click-through URL. In DART, clicks refer to the number of times users have clicked on an ad.

- **CONVERSION**: Refers to the online purchase of items placed in shopping carts. For a non-ecommerce website, the conversion refers to actions such as registration, signing up for newsletters, viewing products, or any on-site behavior that the website has identified.

- **CREATIVE**: The image file or assets that are uploaded to DFA and are used to generate the image that the Internet user sees.

- **DART FOR ADVERTISERS (DFA)**: A third-party ad serving method that allows marketers, advertisers, and agencies to centralize and streamline the execution of online advertising campaigns.

- **IMPRESSION**: One ad served to one ad slot on a web page.

- **INVENTORY**: The total amount of ad space (impressions) on a site or network of sites.

- **LANDING PAGE**: The click-through URL.

- **MEDIA PLAN**: A summary of a proposed campaign. This is usually a recommendation from the agency to the client (the advertiser) concerning which websites will run the campaign and provides details of the campaign.

- **MEDIA PLANNER**: The person who decides which sites are best suited for their client to purchase ad slots, builds a Media Plan, and purchases advertising space on a number of sites.
• **ONLINE ADVERTISING:** Promotion of a brand as part of customer acquisition activity via the web.

• **OPTIMIZATION:** A feature that is designed to serve the best-performing creative in a campaign. Creative optimization automatically biases the delivery of creatives in a campaign to the best-performing creative, the one receiving the most clicks or impressions.

• **PUBLISHER:** See Site.

• **ROTATION:** Multiple creatives within an ad.

• **SITE:** A website, part of a website, or group of websites from which an advertiser or agency has purchased ad space. In DFA, “Site” is also an element of your account. (A “site” is another name for “publisher.”)

• **PLACEMENT:** A complete description of an ad slot or set of ad slots within a site. The placement includes information about the size of the ad slots, pricing, and the placement and website where they are located.

• **TAG:** Code placed on a web page that serves a creative. This code contains the creative file name, creative size, creative assignment, and a click-through URL to an ad slot on a website.

• **THIRD-PARTY AD SERVING:** Having ads served by an outside organization (a third party) that is neither the advertiser or agency nor the website.

• **TRAFFICKER:** The person who creates, schedules, sets the properties, sets the targeting criteria, and uploads the creatives for ads.

• **TRAFFICKING:** See trafficker.
Introduction

Prerequisite Quiz

Learning Objective

- This quiz is based on the Prerequisite Training covering third-party ad serving and DFA elements, which you studied before taking this class.
- At the end of this quiz, you will know the third-party ad serving process, what is your account, and what are an ad, advertiser, campaign, placement, and site in DFA.

Divide into teams:

Multiple Choice

1. Which one of these is NOT the function of a Media Planner?
   A. Decides which sites are best suited for their client to purchase ad slots.
   B. Builds a Media Plan.
   C. Purchases advertising space on a number of sites.
   D. Sends the creatives to the Publisher.

2. Which one of the following statements is NOT a benefit of DFA?
   A. Counting methodology is consistent.
   B. Time to launch new creatives is consistent.
   C. Creative changes can be made in DFA.
   D. Reporting needs to be obtained directly from the sites.

3. After a call goes to a site’s ad-serving system, what happens next?
   A. If the site’s ad serving system decides to send a DFA ad, then a call goes to the DFA server.
   B. DFA generates HTML tags and the trafficker sends them to the site.
   C. If the site’s ad serving system decides to send a default ad, then a call goes to the site’s database.
   D. DFA generates an email message with ad-serving code that it sends to the site.

4. What are the pieces of code called that the Trafficker sends to the Publisher?
   A. HTML tags
   B. Placements
   C. Creative assignments
   D. Click-through URLs
5. After the DFA server gets the call from the site’s ad-serving system, what does DFA do next? (There are two answers.)

A. DFA looks through the ads on its server, makes an analysis, and generates a report.
B. DFA looks through the ads on its server associated with the appropriate ad campaign.
C. DFA selects an ad and sends it back to the site, serving the ad for the user to view.
D. DFA selects an ad and sends it to the traffic for review before it serves the ad to the site.

6. Which element is NOT part of your DFA account?

A. Site
B. Advertiser
C. Campaign
D. Ad
E. Insertion Order

7. What is a site?

A. A series of ad campaigns containing placements, creatives, and creative assignments.
B. A website or group of websites from which an advertiser or agency has purchased ad space.
C. A website or group of websites to which a media planner has emailed HTML tags.
D. A series of ads containing click-through URLs, campaign delivery dates, and creative sizes.

8. What is a placement? (There are two answers.)

A. A site in your DFA account.
B. The creative size.
C. The ad.
D. All of the above.
E. None of the above.

9. You select sites because....

A. You will need to contact the site later about the site details in your media plan.
B. You will need to traffic the campaigns specific to the person, or company, who bought the ad space.
C. You will need to send websites HTML tags to serve your creatives on the page.
D. You will need to create a campaign that contains information for sites such as creative assignments, ads, and placements.
10. Why do you create an advertiser in DFA?

A. In order to send websites HTML tags to serve your creatives on the page.
B. In order to traffic the campaigns specific to the person, or company, who bought the ad space.
C. In order to decide which sites are best suited for your client to purchase ad slots.
D. In order to pull reports directly from your DFA account.

11. Which DFA element is comprised of a media plan, creatives, ads, traffic sheet, and tags?

A. Campaign
B. Advertiser
C. Ad
D. Media Plan

12. Which DFA element consists of landing pages, a creative, a size, and delivery dates?

A. Creative Assignment
B. Site
C. Ad
D. Media Plan
Exercise 1: Conceptualize Your Media Plan

Learning Objective

- This exercise maps to Classroom Lesson 1.1: Prerequisite Training Review.
- At the end of this exercise, you will know your workflow and the most essential information needed in a Media Plan.

Your Workflow

Walk through this diagram of your workflow together with your instructor.
Choose names for the following and write them down in the Notes column:

<table>
<thead>
<tr>
<th></th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>A Client/Advertiser</strong></td>
</tr>
<tr>
<td>2.</td>
<td><strong>A Campaign</strong></td>
</tr>
<tr>
<td>3.</td>
<td><strong>Two Sites</strong></td>
</tr>
<tr>
<td>4.</td>
<td><strong>Four Placements</strong></td>
</tr>
</tbody>
</table>
Administration
Exercise 2: Creating an Advertiser

Learning Objective

- This exercise maps to Classroom Lesson 2.2: Creating an Advertiser.
- At the end of this exercise, you will be able to create an advertiser in DFA.

Practice the steps to create an advertiser:

1. Starting on the Campaigns page, click the Advertisers tab.

2. Select Create Advertiser from the drop-down list.
3. The **Create New Advertiser Properties** page is displayed.

4. Enter a name in the **Advertiser Name** field.

5. Click the **Save** button.

**Outcome:** The system refreshes, opening the **Campaigns** page and displaying a message that your advertiser was successfully created.
Exercise 3: Mapping Sites

Learning Objective

- This exercise maps to Classroom Lesson 2.3: Site Mapping.
- At the end of this exercise, you will be able to map sites from Site Directory to DFA.

Practice the steps to map sites:

1. Starting on the Campaigns page, click the Admin tab.

   ![Campaigns Admin Tab]

   Starting on the Campaigns page, click the Admin tab.

2. Select Manage Sites from the drop-down list.

   ![Manage Sites Dropdown]

   Select Manage Sites from the drop-down list.
3. The Sites page is displayed under the Admin tab.

Search for a site. Enter a site name or keyword in the Find Sites search field and click the Go button.

4. The site is displayed. In the Mapped Directory Site column, click the Map link next to the Caution icon.

5. The Map Site dialog box is displayed with the Suggested Sites tab in view.
To select a suggested site:

6. Select the radio button next to the suggested site name.

To search:

7. Click the Map Site button.

8. Click the Search Directory Sites tab.
9. The **Search Site Directory Sites** tab is displayed.

Enter a site name or keyword in the **Search** field and click the **Search** button.

10. The site name is displayed. Select the appropriate site by clicking the site name or ID.

   **Note:** You must select a site that most closely matches the name of the site that you originally selected to add.

   ![Map Site Screen](image)

   - Site ID: 6440
   - Site Name: New York Times on the Web (nytimes.com)

   **Outcome:** The system refreshes, returning you to the **Sites** page and displaying a message that your actions were successful.

   ![Directory Site Map](image)

   - Directory site 6440 mapped successfully to 556135.

   **Outcome:** The system refreshes, returning you to the **Sites** page and displaying a message that your actions were successful.

   ![Mapped Directory Site](image)

   The **Caution** icon has changed to the **Launch Site** icon, and the name of the site that you selected in Site Directory appears in the **Mapped Directory Site** column.
Trafficking

Exercise 4: Creating a Campaign

Learning Objective

- This exercise maps to Classroom Lesson 3.1: Creating a Campaign.
- At the end of this exercise, you will be able to create a campaign in DFA.

Practice the steps to create a campaign:

1. Starting on the Campaigns page, click the Campaigns tab.

2. Select Create Campaign from the Campaigns drop-down list.
3. The *Create New Campaign* page is displayed. Define your campaign properties.

4. Select an advertiser from the *Advertiser* drop-down list.

5. Enter a name in the *Campaign Name* field.

6. Under *Schedule*, click the calendar icon in the campaign's *Start Date* field.

   The Calendar widget is displayed. Select the campaign's start date.
7. Click the calendar icon in the campaign’s End Date field.

The Calendar widget is displayed. Select the campaign’s end date.

8. Under Landing Pages, enter the landing page’s name in the Page Name field.

9. Select the tab key on your computer to access the URL field. Enter the landing page’s URL.

10. Click the Save button.

Outcome: The system refreshes, opening the Media Plan of that campaign and displaying a message that your campaign was successfully created.
Exercise 5: Creating a Placement

Learning Objective

- This exercise maps to Classroom Lesson 3.2: Creating Placements.
- At the end of this exercise, you will be able to create a placement in DFA and assign the general, pricing, and tagging properties.

Practice the steps to create a placement:

1. Starting on the Campaigns page, search for a campaign. If you are already in a campaign, go to Step 4.

2. Enter a campaign name in the Find Campaigns search field and click the Go button.

3. The campaign is displayed. Click the Campaign Name or ID.
4. The campaign’s Media Plan is displayed.

Select Placement from the Create drop-down list.

5. The Select a Site dialog box is displayed. Select a site by either searching or browsing.
6. Under the *Sites in this account* tab, select or deselect your search criteria.

Enter a name or keyword in the *Search* field and click the *Go* button.

**Note:** Deselect the *Only sites in this campaign* check box to see all the sites in your account.

---

**Optional:** If you want to add a site from Site Directory, click the second tab.

Sites in *Site Directory* are displayed.

Select a site by either searching or browsing.

Enter a name or keyword in the *Search* field and click the *Go* button.

---

7. Sites relevant to your search are displayed. Click the *Site Name* or *ID*.
8. The Create New Placement page is displayed.

9. Choose the type of placement.

   For the purpose of this exercise, select the In-Page placement type.

   Note: In-Page is the default type.

10. Enter the placement’s name in the Placement Name field.

11. Select the placement’s size from the Dimensions drop-down list.
12. Verify and/or change your dates in the Testing Starts, Placement Starts, and Placement Ends fields.

13. Choose your pricing model in the Cost Structure section.

**Note:** Pricing model options include
- CPM (cost per thousand impressions)
- CPC (cost per click)
- CPA (cost per activity)
- Flat Rate

For example, when using the CPM cost structure, the number of units is the number of impressions the placement is scheduled to deliver.

14. Enter your units in the Unit field.

15. Enter your rate in the Rate field.
16. Assign your tagging properties in the Tag Defaults section. Select the check box next to the appropriate types of tags.

17. Click the Save button.

**Outcome:** The system refreshes, opening the Media Plan of that campaign and displaying a message that your placement was successfully created.

The placement that you just created is listed under your Media Plan.
Exercise 6: Uploading Creatives

Learning Objective

- This exercise maps to Classroom Lesson 3.3: Uploading Creatives.
- At the end of this exercise, you will be able to upload Image and Flash-In-Page creative types into the Creative Library.

Practice the steps to upload creatives:

Uploading an Image Creative Type

1. Starting on the Campaigns page, search for a campaign. If you are in the Media Plan of a campaign, click the Creatives tab and go to step 4.

2. Enter a campaign name in the Find Campaigns search field and click the Go button.

3. The campaign is displayed. Click the Creatives icon in the Assets column.
4. The *Creatives* page is displayed.

![Image of DFA Classroom Training Workbook](image)

Note: Creative type options include:
- Flash In-Page
- Image
- Rich Media
- Rich Media Interstitial
- Custom In-Page
- Custom Interstitial
- Redirect
- Internal Redirect
- Interstitial Internal Redirect

Select the Image creative type from the *Add Creative* dropdown list.

5. The *Create New Creative Properties* page is displayed. Enter a name in the *Creative Name* field.

![Image of DFA Classroom Training Workbook](image)
6. In the **Creative Assets** section, click the *Browse* button next to the *Image Asset* field.

![Image Assets Section]

7. The *File Upload* dialog box is displayed. Select the file name and click the *Open* button.

The file name is displayed in the *Image Asset* field.

Optional: Enter text in the *Image ALT Text* field.

![Image Asset Dialog]

8. Click the *Save* button.

![Campaigns Section]

**Outcome:** The system refreshes, opening the *Creatives* page and displaying a message that your actions were successful.

The creative that you just uploaded is listed among your creative assets.
1. Starting on the Campaigns page, search for a campaign. If you are in the Media Plan of a campaign, click the Creatives tab and go to step 4.

2. Enter a campaign name in the Find Campaigns search field and click the Go button.

3. The campaign is displayed. Click the Creatives icon in the Assets column.
4. The **Creatives** page is displayed.

Select the Flash-In-Page creative type from the **Add Creative** drop-down list.

5. The **Create New Creative** page is displayed.

**Note:** The creative name will auto-populate the **Creative Name** field after you upload your creative.
6. In the **Creative Assets** section, click the **Browse** button next to the **File** field.

![Image of the Creative Assets section with File field and Browse button]

**Creative Assets**

**Dimensions**

File

Browse [ ] Upload [ ]

Click to upload both Flash and Image assets.

7. The **File Upload** dialog box is displayed. Select the file name and click the **Open** button.

![Image of the File Upload dialog box]

**File Upload**

600.place

Files

Open [ ] Cancel [ ]

8. The file name is displayed in the **File** field. Click the **Upload** button.

![Image of the file name displayed in the File field]

**File**

C:\Documents and Settings\chenthorn\My Doc [ ] Browse... [ ] Upload [ ]

Click to upload both Flash and Image assets.

**File Name**

16934873-468x60_first_automobile_multiple.swf

1.735 Kb

Note: The total size is calculated based on an estimate of rich media code size and total file size. The true billable file size for this creative is the total size excluding the file size for the backup image.

**Required Assets**

* Parent Flash File
  16934873-468x60_first_automobile_multiple.swf

* Backup Image

The file name is displayed in the **Creative Name** field and **Creative Assets** section.

And in the **Parent Flash File** field under **Required Assets**.
9. You will need a backup image in case the Flash creative cannot be served.

Click the **Browse** button next to the **File** field.

10. The file name is displayed in the **File** field. Click the **Upload** button.

The file name is displayed in the **Creative Assets** section.

And in the **Backup Image** field under **Required Assets**.

Note: The total size is calculated based on an estimate of rich media code size and total file size. The true billable file size for this creative is the total size excluding the file size for the backup image.
Optional: Verify or change the Image Target field. The default is set to _blank.

Optional: Enter the appropriate data in the other fields on this page as needed.

Optional: Scroll down and click the Generate Code link to verify the creative's code.

11. Click the Save button.  

Outcome: The system refreshes, opening the Creatives page and displaying a message that your actions were successful.

The Flash creative that you just uploaded is listed among your creative assets.
Exercise 7: Creating Ads

Learning Objective

- This exercise maps to Classroom Lesson 3.4: Creating Ads.
- At the end of this exercise, you will be able to create a standard ad and a click tracker.

Practice the steps to create ads:

**Note:** Whenever you upload a creative, DFA will automatically create an ad with the same name.

You can also manually create the following ads in DFA:
- Standard ad
- Click tracker ad
- Dynamic click tracker

Creating a Standard Ad

1. Starting on the Campaigns page, search for a campaign. If you are already in the Media Plan of a campaign, click the Ads tab and skip to step 4.

   ![Campaigns screen](image)

   - **Campaigns (1)**
   - **Filter by Status:** Active
   - **Advertiser Group:** All

2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the Ads icon in the Assets column.

4. The Ads tab is displayed.

Select the Standard Ad type from the Create Ad drop-down list.
5. The *Create New Standard Ad* page is displayed.

Enter a name in the *Ad Name* field.

**Note:** In-Page is the default ad type. For the purpose of this exercise, leave the default type as is.

If you were to select Interstitial, you would not need to select dimensions.

6. Make a selection from the *Dimensions* drop-down list.
7. Under Delivery Properties, verify the dates and times displayed in the Start/End Dates and Times fields. Make any changes if needed.

Optional: Select the Hard Cut-off check box if that option is required by your delivery goals.

Optional: Make your selections from the Delivery Goals, Quantity, and Priority drop-down lists.

Optional: Enter your delivery criteria in the Frequency and Served Every fields.

Optional: Make your selection from the Duration drop-down list.

8. Click the Associate Creative button.

There are no creatives assigned to this rotation group.

9. The Associate Creative dialog box is displayed with a list of creatives that match the size and type of the Standard Ad. Select the creatives.
10. Click the Save button.

![Save button]

**Outcome:** You are returned to the Create New Standard Ad page. The creatives that you selected are listed in the Associated Creative section.

11. Green-light your associated creatives by clicking the red square under the Status column.

   The red square turns into a green circle, indicating that the status has changed to active.

12. Select your targeting criteria from the options in these sections:
   - Audience Segmentation
   - Geography
   - Time and Day
   - Computer System
     - Browser
   - User Lists
   - Keywords

![Targeting options]

**Audience Segments**
**Geography**
**Time and Day**
**Computer System**
**User Lists**
**Keywords**
13. Click the Save button.

**Saved button.**

**Outcome:** The Ads tab is redisplayed with a message that your actions were successful.

The Standard Ad that you just created is listed among your ads.

**Note:** Your Standard Ad must contain at least one creative and it needs to be assigned to a placement before you can make the rotation’s status active (i.e., green-lit).

We’ll cover the steps to activate (i.e., green-light) the ad in the exercise on assignments.
Creating a Click Tracker

1. Starting on the Campaigns page, search for a campaign. If you are already in the Media Plan of a campaign, click the Ads tab and skip to step 4.

2. Enter a campaign name in the Find Campaigns search field and click the Go button.

3. The campaign is displayed. Click the Ads icon in the Assets column.
4. The Ads tab is displayed.

![Image of Ads tab highlighted]  
Select the Click Tracker type from the Create Ad drop-down list.

![Image of Create Ad drop-down list with Click Tracker selected]

5. The Create New Click Tracker page is displayed.

![Image of Create New Click Tracker page]

Enter a name in the Click Tracker Name field.

![Image of Click Tracker Name field]
**Note:** Static is the default type. For the purpose of this exercise, leave the default type as is.

If you were to select Dynamic, the *Start/End Date* and *Time* fields would be displayed.

*Tracker Type*
- [ ] Static Click Tracker
- [ ] Dynamic Click Tracker

Optional: Verify or change the entries in the Delivery Property fields as needed.

**Delivery Properties**

<table>
<thead>
<tr>
<th><em>Landing Page</em></th>
<th><em>URL</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Default Landing Page</td>
<td><a href="http://www.cnn.com">http://www.cnn.com</a></td>
</tr>
</tbody>
</table>

6. Click the Save button.  

---

Outcome: The *Ads* tab is redisplayed with a message that your actions were successful.

The *Click Tracker* that you just created is listed among your ads.
Exercise 8: Creating Assignments

Learning Objective

- This exercise maps to Classroom Lesson 3.5: Assignments.
- At the end of this exercise, you will be able to create assignments by assigning a placement to an ad from the Ads tab and by assigning an ad to a placement from the Traffic Sheet.

Practice the steps to create assignments:

Assigning a Placement to an Ad from the Ads Tab

1. Starting on the Campaigns page, search for a campaign. If you are already in the Media Plan of a campaign, click the Ads tab and skip to step 4.

2. Enter a campaign name in the Find Campaigns search field and click the Go button.

3. The campaign is displayed. Click the Ads icon in the Assets column.
4. The Ads tab is displayed.

Next to the desired ad, click the dropdown arrow in the Actions column, and select Add/Remove Assignments.

5. The Add/Remove Assignments dialog box is displayed with a list of placements that match the dimensions of the ad.

Select the check box next to the appropriate placement.
6. Click the Save button.

---

**Outcome:** The Ads tab is redisplayed with an updated amount in the **No. of Placements Assigned** column.

7. Activate (“green light”) the ad by clicking the red square in the **Ad Status** column.

**Outcome:** The system refreshes, and the red square has changed to a green circle, indicating that your ad is active.

---

**Assigning an Ad to a Placement from the Traffic Sheet**

1. Starting on the **Campaigns** page, search for a campaign. If you are already in the **Media Plan** of a campaign, click the **Traffic Sheet** tab and skip to step 4.

2. Enter a campaign name in the **Find Campaigns** search field and click the **Go** button.
3. The campaign is displayed. Click the Traffic Sheet icon in the Assets column.

4. The Traffic Sheet is displayed with a list of this campaign's placements.

Click the arrow to the far left of the placement’s ID and select Assign Ads.
5. The Available Ads dialog box is displayed with a list of available ads. Select the check box next to the appropriate ad.

6. Click the Add Assignments button.

7. The Traffic Sheet is redisplayed with a message that your changes have not been saved yet.
8. Click the Save button.

9. Activate ("green light") the ad. Return to the Ads tab and locate your ad.

10. Click the red square in the Ad Status column.

**Outcome:** The system refreshes, and the red square has changed to a green circle, indicating that your ad is active.
Exercise 9: Generating, Testing & Sending HTML Tags

Learning Objective

- This exercise maps to Classroom Lesson 3.6: Generating and Sending Tags.
- At the end of this exercise, you will be able to download and send HTML tags from DFA. You will also be able to test HTML tags.

Practice the steps to generate, test, and send HTML tags:

1. Starting on the Campaigns page, search for a campaign. If you are already in the Media Plan of a campaign, click the Tags tab and go to step 4.

2. Enter a campaign name in the Find Campaigns search field and click the Go button.

3. The campaign is displayed. Click the Tags icon in the Assets column.
4. The Tags page is displayed.

Optional: Filter your tags by Site, Size, or Placement Name.
Click the Next button.

Outcome: The Tags page is redisplayed.

There are two ways to acquire your tags.
Emailing to Sites

1. Navigate to the Tags page (follow this task’s first set of steps, 1—3 above, if needed). And click the Next button.

2. The Tags page is redisplayed.

In the Export Options section, select the second option under Get Tags: Email to sites.
3. The Tags page refreshes with the Email section in view.

Under Select Download Option, select Excel for the purpose of this exercise.

Note: Excel is the default setting.

4. Review the specific tags to process in the Select tags to process section. Check or uncheck the desired tags as needed.
5. In the Email section, the option to send the tags to yourself is set by default.

In the Body field, enter any global message that you want to send to all your sites. In each specific site’s Email section, enter the email recipient’s address in the To: field.

6. Enter additional addresses in the To: and CC: fields and a customized message in the site’s specific Email Body field if needed.

Optional: The Placements and Available Tags are displayed below the Email fields. Check or uncheck the placements and tags as needed.
7. Click the *Send* button.

**Outcome:** The *Tags* page is redisplayed with a message that your tags were successfully sent.
Downloading and Testing Tags

1. In the Export Options section, under Get Tags, the download option is set to the default option: Download now.

2. Under Select Download Option, select HTML for the purpose of this exercise.

3. Review the specific tags to process in the Select tags to process section. Check or uncheck the desired tags as needed.

Note: Excel is the default type.
Note: When you download the HTML file type, it will automatically open in a browser.

Optional: The Placements and Available Tags are displayed below the Export Options.

Check or uncheck the placements and tags as needed.
4. Click the **Export** button.

![Export Options](image)

**Outcome:** Once you have downloaded the file, it will automatically open in a browser.

**Note:** Check that the tag is displaying as it should by clicking the image to ensure that the click-through URL is functioning.

5. The **File Download** dialog box is displayed. Save the HTML file to your computer.

**Note:** The file that you are downloading is called a Tag Sheet.
Exercise 10: Traffic a Campaign on Your Own

Learning Objective

- At the end of this exercise, you will be able to traffic a campaign on your own using data from a Trafficking Spreadsheet.

Practice the process to traffic a campaign:

Now it’s time to traffic a campaign on your own!

Use the outline of steps in this workbook to guide you through the entire trafficking workflow in this exercise.

Below are the names of the advertiser, campaign, sites, etc., that you should use for this exercise. This is the data that you would generally find in a Trafficking Spreadsheet. It has been formatted for you in columns for the purpose of this exercise.

For the creatives you will need, use the ones that you applied to your exercises earlier in this class.
1. **Advertiser:**
   Add your initials to the advertiser’s name to make it unique.
   
   Macy’s

2. **Campaign:**
   One-Day Sale Promotion

3. **Campaign Start Date:**
   Today

4. **Campaign End Date:**
   Three months from today

5. **Sites:**
   1. Bravo
   2. New York Post

6. **Placements for Site #1:**
   1. Schedule
   2. Blogs

7. **Placements for Site #2:**
   1. News
   2. Real estate

8. **Creative Dimensions for Site #1:**
   468x60

9. **Creative Dimensions for Site #2:**
   160x600
<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Cost Structure:</td>
<td>CPM</td>
</tr>
<tr>
<td>11</td>
<td>Rate for all sites and site placements:</td>
<td>$3.00</td>
</tr>
<tr>
<td>12</td>
<td>Units for Site #1’s Placements “Schedule”:</td>
<td>10,000,000</td>
</tr>
<tr>
<td>13</td>
<td>Units for Site #1’s Placements “Blogs”:</td>
<td>3,500,000</td>
</tr>
<tr>
<td>14</td>
<td>Units for Site #2’s Placements “News”:</td>
<td>250,000</td>
</tr>
<tr>
<td>15</td>
<td>Units for Site #2’s Placements “Real estate”:</td>
<td>150,000,000</td>
</tr>
<tr>
<td>16</td>
<td>Upload Creatives to Creative Library</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Assign Ads to Placements</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Generate and test HTML tags</td>
<td></td>
</tr>
</tbody>
</table>
Exercise 11: Save a Query in ReportCentral

Learning Objective

- This exercise maps to Classroom Lesson 5.1: Reporting Overview.
- At the end of this exercise, you will be able to save a Single Advertiser query in ReportCentral.

Practice the steps to save a single advertiser query in ReportCentral

1. Starting in your IE browser, go to http://reportcentral.doubleclick.net and sign in directly to open the ReportCentral application.

2. The ReportCentral Home tab is displayed.

Click Single Advertiser in the Create New Queries section.
3. The *Queries* tab is displayed.

![Image of the Queries tab with a circle around it, showing the 'Scope' section with an asterisk next to 'Advertiser: By Name'.]

In the *Scope* section, search for and select your advertiser by name or ID number.

Enter the name of the advertiser that you created earlier in class and click the *Search* button.

4. The *Edit Advertiser Scope* box is displayed.

![Image of the Edit Advertiser Scope box with an example search bar and options for the advertiser, and a Submit button.]

Select the radio button next to the advertiser name, and click the *Submit* button.
5. The Campaign(s) and Ad(s) fields are displayed.

For the purpose of this exercise, run a query on all ads and campaigns. Select All in both the Campaign(s) and Ad(s) fields.

Note: For running queries on only certain campaigns or ads, you would click the Edit button and select the specific campaigns.

6. Scroll down to the Main Criteria section and leave the required fields’ default settings for the purpose of this exercise.
7. Select the fields for the report in the *Fields* section.

Highlight the fields in the *Available* column that you want to include and use the arrows in the center to move your selection to the *Selected* column.

8. Under *Metrics*, leave the default settings in the *Selected* column for the purpose of this exercise.
9. Scroll down to the bottom of the page. Save your query to an Excel file for the purpose of this exercise.

Select Download Excel from the drop-down list and click the Run button.

10. Follow the standard procedure for saving an Excel file to your desktop.

Outcome: Your report would look something like this, depending on your data and the fields you selected for your query.
Additional Training Resources

Sign in to the Help Center and click the appropriate links or tabs.

The Help Center is a consolidation of searchable online help and Knowledge Base topics geared to answer your support questions.

Help Center: http://www.google.com/support/dfa/

DFA Help

Managing Your DFA Account
- Creating and Managing Advertisers
- Managing Sites
- Setting Up Spotlight
- Managing Reporting

Planning Campaigns
- Creating and Managing Campaigns
- Creating and Managing Placements, Packages and Roadblocks

Trafficing
- Working with Creatives and Uploading Assets
- Working with Ads

Popular articles
1. Assigning Ads to Placements
2. Reviewing Campaigns on the Traffic Sheet
3. Generating Ad Tags and Sending Them to Ad
4. Accessing Reports
5. Working with Creatives and Uploading Assets
You can also sign in to the Customer Resource Center and click the appropriate links or tabs for access to the following resources:

DoubleClick Customer Resource Center (CRC): http://help.doubleclick.com

1. LearnCenter
2. Documentation
3. Submit a Case

Search

Search our Knowledge Base, Documentation, Case Histories, and the Customer Resource Center.

Browse Product Info

Knowledge Base
- Advertising Exchange
- DART Motif
- DART Search
- DFA
- DFP
- MediaVisor
- Affiliate Advertisers
- Affiliate Publishers
- Sales Manager

Documentation

Select Product: Advertising Exchange
Choose Language: English
Submit

Contact Support

Submit a Case
Submit a Campaign Request
Search Cases or Campaign Requests
Customer Support Handbook

Learn

The DoubleClick LearnCenter
Access webinars, classroom registration, product simulations, and much more.
Quiz Answer Key:

Answer to Question 1:
D. Sends the creatives to the Publisher.

Answer to Question 2:
D. Reporting needs to be obtained directly from the sites.

Answer to Question 3:
A. If the site’s ad serving system decides to send a DFA ad, then a call goes to the DFA server.

Answer to Question 4:
A. HTML tags

Answers to Question 5:
B. DFA looks through the ads on its server associated with the appropriate ad campaign.
C. DFA selects an ad and sends it back to the site, serving the ad for the user to view.

Answer to Question 6:
E. Insertion Order

Answer to Question 7:
B. A website or group of websites from which an advertiser or agency has purchased ad space.

Answer to Question 8:
A. A site in your DFA account.
B. The creative size.

Answer to Question 9:
C. You will need to send websites HTML tags to serve your creatives on the page.

Answer to Question 10:
B. In order to traffic the campaigns specific to the person, or company, who bought the ad space.

Answer to Question 11:
A. Campaign

Answer to Question 12:
C. Ad