HOW to... Implement a pixel via DCM



This document outlines the process for implementing a pixel via DCM. The instructions assume that you have already created your campaign and advertiser in the DCM platform.

If you need instructions on creating a pixel in the Roy Morgan Audiences dashboard, please see the document titled *How to set up a campaign and create a pixel*.

If you have questions about anything in this document, contact your Account Manager at Roy Morgan or email <u>audiences.support@roymorgan.com</u>.

For more information you may look at the <u>DCM Support Page</u>.



1. Open your Advertiser properties

DoubleClick Campaign Manager	CAMPAIGNS ADVERTISERS ADMIN
Advertiser ID: 8040703 Status: A	Approved
Properties Creitives Landing	g pages Creative fields Floodlight configuration Floodlight activities Floodlight activity groups Audience Targeting templates
SAVE Discard changes	Copy D Change log
Identification	
Advertiser name required	Sportschamp
Status	Approved -
Default email address	ben.murray@interplaymedia.com.au
Advertiser group ?	Sports Betting
Subaccount	Interplay
SSL compliance	Required 😰
	Require SSL compliance on placements and Floodlight activities, and export only secure tags.

2. Drop down the **Event tags** section

Sportschamp Advertiser ID: 8649703: Status: Approved
Paperter Creatives Landing pages Creative fails Floodlytat configuration Floodlytat configuration Floodlytat configuration Floodlytat configuration Floodlytat configuration
SAVE Discard changes Copy S Change log
Landing page URL suffix
Dynamic targeting keys
Event tags Take a tour Impression event tags
View 🝸 Applied tags Advertiser tags
Name Source (* Erubled 1) Tag type SSL
No impression event tags are automatically applied to your campaigns. Change your settings in the advertiser tags view
Click event tags
View 🝸 Applied tag Advertiser tags
Applied tog Name Source () Enabled ()
(None)

3. Under the *Impression Event Tags* section, click *New Impression Event Tag.*

? Enabled	d ? Tag type	e SSL	
matically Yes	Script	Compliant	
N	Enable matically Yes	Image: Provide the second se	Image: Complexity of the second se

- 4. The below box will appear. Complete the details as follows and hit Save.
 - Remove for ad exchange = off
 - Enabled = Yes
 - Tag type = script
 - Paste the Impression Pixel you created in the Roy Morgan dashboard into Tag URL box. This brings up key strings.
 - SSL = compliant
 - Site filter = Leave as is

Remove for Ad Exchange ? Enabled ? Tag type ? required Script	
Enabled [?] Yes Tag type [?] required Script	
Tag type 🝸 Script 🗸	
Tag URL Tag VRL Market Instruction States v2/Tress.php? required = Sw2jyqx8jw6ca=20001747&a=287oj5kt&cr=AFLE0001&pl=TRACK00002& = FBET001)/stats_v2/Tress.php? 17&a=287oj5kt&cr=AFLE0001&pl=TRACK00002&
Limit is 500 characters. Current: 118.	it: 118.
Delimiter Key Value	lue
? u = 5wzjyqx8jv Custom string - ×	
	iwzjyqx8jv Custom string 👻 🗙

5. Repeat these steps for the *Click event tags* section. The only differing field is Escaping = this refers to whether you have multiple tracking pixels on your website or campaign. Select either One level or One or more.

Vere 10 Acceled tags Acceled tags Acceled tags Acceled tags Acceled tags Name Vere 10 Acceled tags Acceled tags Acceled tags Impression event tags Name			
Your new event tag will go live as soon as you save it. Impression event tags Properties Name Refuel Refuel View (1) Addrettser tags Remove for Ad Exchange (2) Impression			
Properties Name regime PAA-ClickTrackel Impression event tags Advectser tags Remove for Ad Exchange (r) Impression event tags			
View (r) Applied tage Advertiser tags Remove for Ad Exchange (r)			
New Impression event tag Doine Enabled (*) Yes •			
turne Apptication 11 Tag URL 11 https://pixel.roymorgan.com/stats.y2/Tres.php? recurred	CK000028		
market riscon (Innor) Appry accounts Unit is 500 characters. Current: 121. Desimiler Kay Value		đ.	
Click event tags ? u = 5wzjyqx8jv Custom string	•	×	
View 19 Applied tag Advertiser tags Ca = 20001747 Custom string	•	×	
8 × o = 207alElt Durtom string	• 3	×	

Hit save, your *Event tags* section should look like so:

Advertiser ID: 8040703 Status: Approved			Advertiser saved. <u>Dismiss</u>
Properties Creatives Landing pages Creative fields Floodlig	t configuration Floodlight activities Floodlight activity gr	roups Audience	1argeting templates
SAVE Discard changes Copy S Change I	log		
Dynamic targeting keys			
Event tags Take a tour!			
Impression event tags			
View 🝸 Applied tags Advertiser tags	1		
New impression event tag Delete			
Name	Application ? Enabled ?	Tag type	SSL
RM-PixelTracker 2103721	Apply automatically Yes	Script	Compliant
Click event tags			
View 🤺 Applied tag Advertiser tags	1		
New click event tag Delete			
Name	Source ? Enabled ?		
RM-ClickTracker 2096171	Advertiser Yes		

6. Select *CAMPAIGNS* at the very top of your dashboard and select the Campaign relative to the tracking pixels

O Do Ca	ubleClick mpaign Manager	ertisers ad	MIN					Q	?
NEW	Status 👻								
	All Selected (0)								
	Name +	Status	Advertiser	Advertiser group	Start date 🔸	End date 🔸	Subaccount		
	Click Tracker Sportschamp 20279272	Active	Sportschamp	Sports Betting	08/30/2017	09/30/2017	Interplay		
	Tradie of the Year - 2017 20101271	Active	Home Timber & Hardware - Tradie of th	Home Builders	07/04/2017	08/16/2017	Interplay		
	Sportschamp GFA (Big Footy) 20065311	Active	Sportschamp	Sports Betting	06/20/2017	07/04/2017	Interplay		
	Melbourne Festival Roy Morgan Test 20039687	Active	Zero Hanger		06/15/2017	07/15/2017	Interplay		
	Adidas - Outside90 Feb 2017 11019820	Active	Adidas - 090 Feb 2017	sports	02/19/2017	03/19/2017	Interplay		
	Medibank - in-App Expandable 10898267	Active	Medibank - Expandable		01/30/2017	04/30/2017	Interplay		
	Zero Tackle - House Campaigns 10847642	Active	Zero Tackle		01/18/2017	02/18/2017	Interplay		
	Zero Hanger - House Campaign 10846031 Zero-Hanger-F	Active	Zero Hanger		01/17/2017	04/15/2017	Interplay		
	Tribal Football - House Campaign 10843636	Active	Tribal Football - House		01/17/2017	02/17/2017	Interplay		
	Smiths Crisps - RMX 10742009	Active	Smiths Crisps		12/20/2016	02/28/2017	Interplay		
	SkyBet UK interstitial Tribal Football 10604637	Active	SkyBet	Sports Betting	11/13/2016	12/13/2016	Interplay		
	Fat Tyre NZ 10474518	Active	Fat Tyre - NZ Tours	Tourism	10/13/2016	11/13/2016	Interplay		
	Roy Morgan - Filmstrip 300x600 10310611	Active	Roy Morgan - Multi Link Test		09/06/2016	10/06/2016	Interplay		
	Pharma Spot - Multi Link - Test Roy Morgan 10298956	Active	Test - Pharma Spot MREC Roy Morgan		09/04/2016	10/04/2016	Interplay		
	MCG Test 10297189	Active	Test Ad (DCM) Site Request	Automobile	09/04/2016	10/04/2016	Interplay		
	Ken Muston Automotive - Exp MREC 10297172	Active	Ken Muston - Auto Dealer	Automobile	09/04/2016	10/04/2016	Interplay		
	AFL Grand Final Vareity Lunch 10228954	Active	Vareity - AFL Lunch	Entertainment	08/15/2016	08/30/2016	Interplay		
	MBAV - Master Builders Association Victoria (320x50) 10	Active	MBAV (Master Builders Association VI	Property	08/14/2016	08/31/2016	Interplay		
	Test 2 - Placement 10200027	Active	Test Tracker 2		08/09/2016	09/09/2016	Interplay		
	Racenet - Net Betting Stack Will Hill Affiliate 10176023	Active	Racenet - Betting Stack	Sports Betting	08/02/2016	09/02/2016	Interplay		
	Racenet - Net Betting Stack Palmerbet Affiliate 10175025	Active	Racenet - Betting Stack	Sports Betting	08/02/2016	09/02/2016	Interplay		
	Racenet - Net Betting Stack Crownbet Affiliate 10174221	Active	Racenet - Betting Stack	Sports Betting	08/02/2016	09/02/2016	Interplay		

7. Once you're in your campaign, Select *New*, then select *Tracking* at the bottom of the drop down list.

0	DoubleClick CAMPAIGNS ADVERTISERS	ADMI	N			DoubleClick Campaign Manager		CAMPAIGNS	ADVERTISERS	ADN
Spor ID: 200	tschamp GFA (Big Footy) 곳 165311 Status: Active Run dates: 06/20/2017 - 07/04/2017 Advertiser: Sportschamp Ad	blockii	ng: Disabled		1	Sportschamp GFA (Big F D: 20065311 Status: Active Ru	boty) ☆ n dates: 06/2	0/2017-07/04/2017 A	dvertiser: Sportschamp	Ad bloc
NE	Copy Status - Assignments - Edit multiple	Vie	ews: Summary 👻	Tour views		NEW - Copy	Status 🔻	Assignments	Edit multiple	V
	All Selected (0)					Placement Placement	elected (0)			
	Name	+	Status	Include in ro		Package				+
	S Big Footy AU 2912703				- 11	Roadblock	12703			
	GFA 200910973		Active		- 11	Ad	0973			
	GFA Click Tracker 400848291		Active	Yes		Standard Click tracker	ick Tracker	400848291		
	GFA Sportschamps-GFA 400826252		Active	Yes	11	Tracking	ortschamp	s-GFA 400826252		
	GFA Sportschamps 90550393		Active	Yes		Creative	FA Sportsch	namps 90550393		
-						Batch upload Add from advertiser				
						Display	-			
						Display image gallery				
						In-stream video				
						Custom display				
						Custom display interstitial				
						Display redirect				

Tracking

8. Fill in the name of your creative and hit Save.

0	DoubleClick Campaign Manager	CAMPAIGNS		ADMIN					ଦ ?	¢ • :	anirudh, FiveStones - I anirudh@interp
Sport	schamp GFA (Big Footy) 55311 Status: Active Run dates: 0	6/20/2017 - 07/04/2017	Advertiser: Sportschamp	Ad blocking: Disabled						Properties	Tags ▼ Import ▼
NE	N -					1	-5 of 5 < >	New creative			
	All Selected (0)			Status Active / Inactive >	Search items	×	SAVE Cancel			
	Name			+ Status	Include in rotation	Assignments	Start date 🛛 🔸	Identification			
	 Big Footy AU 2912703 GFA 200910973 			Active		<u> </u>	06/20/2017	Creative name required	<client>RM</client>	Tracking	
	🖷 GFA Click Trac	ker 400848291		Active	Yes	□ 1	06/20/2017 7:55 PN	Туре	Tracking		
	🖻 GFA Sportscha	mps-GFA 400826252		Active	Yes	🗖 1 💻 1	06/20/2017 7:58 PN	122	Compliant		
	🖪 GFA Spor	schamps 90550393		Active	Yes	🔟 1 🖻 1	06/20/2017 7:58 PN	Status 🝸	Active		
								Creative fields			

9. Hit *New* again and select *Placement* at top of menu. Select the site for your placement. Click Select Site.

0	DoubleClick Campaign Manager CAMPAIGNS ADVERTISERS	ADMIN		OubleClick Campaign Manager CAMPAIGNS ADVERTISERS A	DMIN
Spc ID: 2	ortschamp GFA (Big Footy) ☆ 0065311 Status: Active Run dates: 06/20/2017 - 07/04/2017 Advertiser: Sportschamp A	d blocking: Disabled		Sportschamp GFA (Big Footy) 📩 ID: 20065311 Status: Active Run dates: 06/20/2017 - 07/04/2017 Advertiser: Sportschamp Ad b	locking: Di
	EW - Copy Status - Assignments - Edit multiple	Views: Summary 👻	Tour views	NEW ▼ Copy Status ▼ Assignments ▼ Edit multiple	Views:
	All Selected (0)			Placement elected (0)	
	Name	▲ Status	Include in ro	Package	▲ Sta
	S Big Footy AU 2912703			Roadblock 12703	
	GFA 200910973	Active		Ad 0973	Ac
	GFA Click Tracker 400848291	Active	Yes	Standard	
	GFA Sportschamps-GFA 400826252	Active	Yes	Click tracker	AC
	GFA Sportschamps 90550393	Active	Yes	Tracking Dortschamps-GFA 400826252	Ac
		Addre	100	Creative FA Sportschamps 90550393	Ac
-				Batch upload	
				Add from advertiser	
				Display	
				Display image gallery	
				In-stream video	
				In-stream video redirect	
				Custom display	

Custom display interstitial

Display redirect Tracking

10. Select the site for your placement. Click *Select Site*.

O DoubleClick Campaign Manager CAMPAIGNS ADVERTISE						¢ .
Sportschamp GFA (Big Footy) 📩 ID: 20065311 Status: Active Run dates: 06/20/2017 - 07/04/2017 Advertiser: Sport						Propert
NEW - Copy Status - Assignments - Edit n	multiple Views: Summary 👻 Tour v					
All Selected (0)	Select a site for your placement					Status
Name Name	Context Campaign	Current account	Site Directory		1 of 1 < >	- Asset type
GFA 200910973				Search items		
GFA Click Tracker 400848291		The only i	row on this page is selected	l. <u>Deselect all</u>		
GFA Sportschamps-GFA 400826252	Name	+	Directory site	Attributes	Publisher	
GFA Sportschamps 90550393	Big Footy AU 2912703		Big Footy AU 14992	8		
Client>RMTracking 92732464	SELECT SITE Cancel					

- **11**. In the New Placement screen fill in the details as follows:
 - Placement name = complete with your details
 - Compatibility = Display
 - Payment source = select relevant option
 - Dimensions = 1.x 1
 - Fill in remaining details as necessary specific to the Campaign

Selected (0) 9 Footy AU 2012703 1 6FA 200910973 1 0 6FA 200910973 1 0 6FA 200910973	Status	Status Active / Inactive X				
9 Footy AU 2912703 9 GFA 200910973 9 GFA Click Tracker 400548201	Status			×	SAVE Cancel	
GFA 200910973 GFA 200910973 GFA Click Tracker 400848201		Include in rotation	Assignments	Start date +	Identification	
GFA 200910973					Placement name	Forum-GFA
The second	Active	Mag	B 2	06/20/2017	required	
GFA Sportschamps-GFA 400826252	Active	Yes		06/20/2017 7:55 PN	Site	Big Footy AU
GFA Sportschamps 90550393	Active	Yes	0 1 6 1	06/20/2017 7:58 PM	Compatibility [?]	Display -
lient>RMTracking 92732464	Active		0 8 0		Payment source 👔 required	Agency Publisher
					Dimensions	1×1 *
					Content category 2	- Select or create new -
					Placement stratery (8)	- Select or create new - *
					Placement group	General of General term
					Pacement group	- Select - •
					Status 📳	Active -
					SSL 👔	Compliant
					External ID 👔	
						If you wish to track this placement with your own ID for internal reports, enter it here.

ement Cancel 09/19/2017 IS 🗹 Standard es to generate 🏢 New standard tags are no longer generated for placements with dimensions larger than 1x1. Iframe/JavaScript Internal redirect JavaScript Click tracker Tracking Tracking Iframe Tracking JavaScript k-tracking string in 🛛 Enable tags 🔋 Insert placeholder word handling 🎅 O Generate a tag for each keyword Ignore Additional key-values 🔋 Enter additional key-values in key=value format and separate pairs with a semicolon. Key-values cannot contain spaces, zero width spaces (Unicode character \u200B), or no-break spaces (Unicode character \u00A0).

12. The next step is to assign your Creative to the Placement you just created. Hover over the orange browser icon under assignments and select *Assign to placement* next to your Creative:

NEW	Copy Status - Assignments - Edit multiple	Views: Summary 👻	Tour views												
	All Selected (0)														
	Name	◆ Status	Include in rotation	Assignments	Start date 🛛 🔸	End date 🛛 🔸	Туре								
	S Big Footy AU 2912703														
	SportChamps AFL GF 205712013	Active		E 3	09/19/2017	09/30/2017	Placement								
	SportChamps AFL GF 405471678	Active	Yes	— 1	09/19/2017 3:24 AN	09/30/2017 11:59 P	Dynamic click tracker								
	SportChamps AFL GF - GFA 405465572	Active	Yes	🔲 1 🔜 1	09/19/2017 3:25 AN	09/30/2017 11:59 P	Tracking								
	SportChamps AFL GF 93192990	Active	Yes	🔲 1 🖻 2	09/19/2017 3:25 AN	09/30/2017 11:59 P	Tracking								
	SportChamps AFL GF-SportChamps AFL GF 405472215	Active	Yes	🔲 1 🔜 1	09/19/2017 3:30 AN	09/30/2017 11:59 P	Tracking								
	SportChamps AFL GF 93192990	Active	Yes	m 1 🖬 2	09/19/2017 3:30 AN	09/30/2017 11:59 P	Tracking								
	GFA Sportschamps 90550393	Active -	Assign to placements	s 🔲 0 🖻 0	>		Tracking								

In the pop-up window Select your placement and click *NEXT* then click *Confirm and view*.

O Doub Cam	leClick CAMPA	AIGNS ADVERTISERS ADMIN						९ 🕐 🌣 🌲	anin	udh, FiveStones - DFA - AP [601/ anirudh@interplaymedia.com.a
Sportscha ID: 20065311	Assign creatives to placeme	ents								
NEW	Select placements									1-2 of 2 < >
	Confirm							Status Active	Search items	×
		- Diacement	✤ Start date	+ End date +	Site	+ Status	Compatibility	Dimensions	+ SSL	
		Forum-GFA 204900762	06/20/20	7 07/04/2017	Big Footy AU	Active	Display	1×1	Compliant	
		GFA 200910973	06/20/20	7 07/04/2017	Big Footy AU	Active	Display	1×1	Compliant	
	NEXT Cancel									

13. Click into your *ADVERTISING campaign*. In the top menu of your dashboard, select the *Properties Tab*, drop down the *Event Tags* section and fill out the New impression and event tag properties boxes as required. Hit save and click the check boxes next to your pixels.

Impression e	event tags		
View 👔	Applied tags	Advertiser/Campaign tags	. ⁻ ,
Inherit	Never apply Always apply		
Nar	ne	Application ?	Source
MP	VA Tracking Tag 1166035	Always apply (override)	Camp

14. Back under *CAMPAIGNS* Select *Tags* in the top right hand corner, then *Download*. Download in Excel, this is now ready to submit.

OubleClick Campaign Manager	CAMPAIGNS AD	/ERTISERS #	Admin									৫ ?	\$::	interplaymarketing interplayn	@gmail.com [6014] harketing@gmail.com	
SportChamps - AFL GF GFA 📩	/19/2017 - 09/30/2017 Adverti	ser: Sportschamp Ad t	blocking: Disabled										Propert	ties T	Tags - Import	- Export	Report
NEW - Copy Status	• Assignments •	Edit multiple	Views: Summary 🔹	Tour views										s	Send tags	1-8 of 8	< >
All Selected (0													Status	s Active / 10a	ctive 🗙 Secton item	S	×
Name Name			 Status 	Include in rotation	Assignments		Start date +	End date +	Туре		Asset type		Compatibility		Dimensions	 Created date 	+
Big Footy AU 2912703																	
SportChamps AFL Ge	F 205712013		Active			3	09/19/2017	09/30/2017	Placemen	t			Display		1×1	09/19/2017 3:	24:36 AM
SportChamps A	FL GF 405471678		Active	Yes		1	09/19/2017 3:24 AN	09/30/2017 11:59 P	Dynamic o	click tracker						09/19/2017 3:	25:20 AM
SportChamps A	FL GF - GFA 405465572		Active	Yes	a 1 a	9 1	09/19/2017 3:25 AN	09/30/2017 11:59 P	Tracking							09/19/2017 3:	25:57 AM
SportCham	nps AFL GF 93192990		Active	Yes	0 1 0	2	09/19/2017 3:25 AN	09/30/2017 11:59 P	Tracking							09/19/2017 3:	J0:13 AM
SportChamps A	FL GF-SportChamps AFL GF	405472215	Active	Yes	🗆 1 t	8 1	09/19/2017 3:30 AN	09/30/2017 11:59 P	Tracking							09/19/2017 3:	J0:29 AM
SportCham	nps AFL GF 93192990		Active	Yes	🗆 1 🖲	2	09/19/2017 3:30 AN	09/30/2017 11:59 P	Tracking							09/19/2017 3:	J0:13 AM
GFA Sportschamps 90550	0393		Active		— 0 (0			Tracking							06/20/2017 7:	57:53 PM
		_			_	_		_	_	_	_	_	_	_	_	_	_
						_								_			
Campaign Manager	CAMPAIGNS	ADVERTISE									C	د 🕐 ک	¢ .		anirudh, FiveSto anirudh@	nes - DFA - AP [6 Dinterplaymedia.co	014] m.au
Sportschamp GFA (Big Foot	ty) ☆																
ID: 20065311 Status: Active Run da	ates: 06/20/2017 - 07/04/20	17 Advertiser: Sport	tschamp Ad blocking: D	isabled													
Download tags																	×
DOWNLOAD Cancel																	
						<i>.</i>											
Format	New standard tags are no longer generated for placements with dimensions larger than 1x1 as part of the transition to downloaded impressions. Use another tag type for these placements, such as the ins tag. Learn more																
Excel																	
	Revert to tag defau	ults														1-3 of	3 < >
Properties	All	Selected (1	1)											Status Ad	ctive × Search ite	ms	×
☐ Use IDs in file name ✓ Include tracking ads	- Name			+	Payment sou	rce	Stand	lard Iframe/J	JavaScri I	nternal redirect	JavaScript	Click trac	ker Pr	re-fetch	Status	Testing start dat	Start date 🔸
Export ins tag ?								~		~	 Image: A set of the set of the	~					
	🗌 🔇 Big Footy	AU 2912703															
	Forur	m-GFA 204900762			Agency									n/a	Active	06/06/2017	06/20/2017
	GFA	200910973			Agency		~	 Image: A set of the set of the			~	~		n/a	Active	06/20/2017	06/20/2017